**The Nottingham Emmanuel School – *Media Studies* Curriculum Map (2022-2023)**

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| Intent statement | | In Media Studies we ensure that all students at NES are able to access and experience a curriculum that encourages self-expression, is supportive to those with diverse learning needs, is challenging to all and provides a basis for a lifelong enjoyment and understanding of all areas of the media. | | | | | |
| Diversity across the curriculum | | Our curriculum represents the diversity of our students by incorporating where possible texts from different cultures and lived experiences. This is achieved through the variety of texts and theoretical perspectives that are studied throughout the subject. Additionally, spaced retrievals and wider reading and watching lists are useful in promoting diverse cultural viewpoints. See key examples below. (BTEC \*)  LGBTQ+ - Attitude Online, Heartstopper\*  African and African American culture – Black Panther, Formation by Beyonce, Essence magazine\*, The Source magazine\*, Vibe magazine\*  Other cultures – Les Revenants, K-Pop\*  Mental health issues – I, Daniel Blake, International symbol of access (logo work)\*  Social inequality – Daily Mirror and The Times, WaterAid advert, The Big Issue, New York Time magazine\*  Disability – Super Human Paralympic advert | | | | | |
|  |  | AUT 1 | AUT 2 | SPR 1 | SPR 2 | SUM 1 | SUM 2 |
| Year 10 | Title and objectives | Component 1 Exploring Media Products  A1 Investigate media products  B1 Explore how media products are created to provide meaning and engage audiences | Component 1 Exploring Media Products  B2 Media Production Techniques | Component 1 Exploring Media Products  B2 Media Production Techniques  Component 2 Developing Digital Media production Skills | Component 2 Developing Digital Media production Skills | Component 2 Developing Digital Media production Skills | Component 2 Developing Digital Media production Skills |
| Core knowledge | A1 Audience, Purpose, Context  B1 Narrative, Representation, Genre  How the media reach their audiences | B2 Print Production Techniques  How to plan a media product | B2 Print Production Techniques  A1 Media pre-production processes and practices  How to make a media product | A1 Media pre-production processes and practices  A2 Media pre-production skills and techniques  How to plan a media product | B1 Media production and post-production processes and practices  How to create and edit a media product | B2 Media production skills and techniques  How to create and edit a media product |
| Skills | Textual analysis  Personal response  Practical experimentation  Recording research outcomes | Layout and design  Typographic  Photographic techniques  Image editing | B2 Layout and design  Typographic  Photographic techniques  Image editing  A1 Research, discover and evaluate.  Generate ideas  Practical experimentation  Review ideas | A1 Research, discover and evaluate.  Generate ideas  Practical experimentation  Review ideas  A2 Produce, review and refine material  Mood boards  Develop a house style  Thumbnail sketches  Page mock-ups | B1 deadline setting  Creating files and folders  Saving files  Experiment with techniques | B2 Writing and editing copy  Taking photographs  Image editing  Image manipulation Creating graphics |
| Covid recovery |  |  |  |  |  |  |
| Careers |  | Is graphic design a good career?  <https://blueskygraphics.co.uk/is-graphic-design-a-good-career/> |  | What a graphic designer does  <https://www.myworldofwork.co.uk/my-career-options/job-profiles/graphic-designer> |  | How to get into advertising  <https://www.wayup.com/guide/how-to-get-into-advertising/> |
| Year 11 | Title and objectives | Component 2: Developing  Digital Media Production Skills | Component 2:  Developing Digital  Media Production  Skills | Component 3:  Create a  Media Product in  Response to a Brief | Component 3:  Create a  Media Product in  Response to a Brief | Component 3:  Create a  Media Product in  Response to a Brief |  |
| Core knowledge | Apply Media Production  Skills and Techniques | Apply Media Production  Skills and Techniques  Skills Development  Review | External assessment  Preparation  Planning  Research | External assessment  Preparation  Planning  Research | External assessment  Completion of tasks outlined in brief |  |
| Skills | Research and planning  Layout design  Flat plans  Thumbnail sketches  PhotoShop  InDesign  Illustrator | Magazine package creation  Using PhotoShop and InDesign  Writing a review of work undertaken | Dependent on brief (released in February 2023) | Dependent on brief (released in February 2023) | Dependent on brief (released in February 2023) |  |
| Covid recovery |  |  |  |  |  |  |
| Careers | What jobs can I get with PhotoShop skills  <https://blueskygraphics.co.uk/jobs-with-photoshop-skills/> |  | Why study A Level Media  <https://www.youtube.com/watch?v=mrGzzbOgdJw> |  | What a graphic designer does  <https://www.myworldofwork.co.uk/my-career-options/job-profiles/graphic-designer> |  |
| Year 12 | Title and objectives | Component 1 Media Products, Industries  and Audiences  Analysing Media Language and Representation  Understanding and application of the key areas listed in core knowledge  **Advertising and Marketing – Tide, Super Human, Kiss of the Vampire** | Component 1 Media Products, Industries and Audiences  Analysing Media Language and Representation  Understanding and application of the key areas listed in core knowledge  Component 3 Skills development  **Music Video – Formation and Riptide,**  **Newspapers – The Times Feb 01 2022 front page, Daily Mirror Feb 01 2022 front page and ‘Partygate Article’**  **Radio – Have You Heard George’s Podcast?** | Component 1 Media Products, Industries and Audiences  Understanding Media Industries and Audiences  Understanding and application of the key areas listed in core knowledge  **Film – I, Daniel Blake Trailer, Black Panther** | Component 1 Media Products, Industries and Audiences  Understanding Media Industries and Audiences  Understanding and application of the key areas listed in core knowledge  **Video Games - Assassin’s Creed Franchise**  Newspapers – The Times and Daily Mirror  Component 3 NEA Introduction | Component 3 NEA  Statement of Aims and Intentions  Research and Planning  Introduction to InDesign  Draft planning and flat plan creation | Mock exam revision  Paper 1  Component 3 NEA  Article writing  Complete working draft of print coursework |
| Core knowledge | Media language  Representation  Terminology  Theory | Media language  Representation  Media Industries  Audiences  Terminology  Theory | Media Industries  Audiences  Terminology  Theory | Media Industries  Audiences  Terminology  Theory | Understanding of design codes and conventions  Understanding purpose of research and planning  Being able to produce worthwhile drafts | Understanding conventions of a magazine article.  Using a grid to design a layout. |
| Skills | Text analysis, essay writing, how to answer exam questions, study skills, application of theory, wider reading | Text analysis, essay writing, how to answer exam questions, application of theory, study skills, wider reading | Text analysis, essay writing, how to answer exam questions, application of theory, study skills, wider reading | Text analysis, essay writing, how to answer exam questions, application of theory, study skills, wider reading | Application of codes and conventions  Use of appropriate software | Exam preparation and revision.  Article writing.  Layout completion. |
| Covid recovery | Through targeted spaced retrievals, exam technique practice, wider reading | Through targeted spaced retrievals, exam technique practice, wider reading | Through targeted spaced retrievals, exam technique practice, wider reading | Through targeted spaced retrievals, exam technique practice, wider reading | Through targeted space retrievals, skills practice, introduction to wider cultural influences and contexts | Through targeted space retrievals, skills practice, introduction to wider cultural influences and contexts |
| Careers | Links to useful websites  <https://targetcareers.co.uk/career-sectors/media>  <https://successatschool.org/careerzonesummary/33/Publishing-Media> | External speaker if possible.  Dedicate lesson to potential career paths. | Dedicate lesson to potential career paths.  Focus on careers in creative sector. | Focus on careers in creative sector.  Potential Q&A with Graphic Designer | Thinking about University and potential courses or apprenticeships.  <https://www.gov.uk/topic/further-education-skills/apprenticeships>  <https://www.ucas.com/explore/subjects/media-studies> | Links to useful websites  <https://www.studentladder.co.uk/year-12/work-experience-opportunities/media/> |
| Year 13 | Title and objectives | Component 3 NEA  Component 1 Component 1 Media Products, Industries and Audiences  Understanding and application of the key areas listed in core knowledge  **Video Games – Assassin’s Creed Franchise**  **Film - Black Panther**  **Radio – Late Night Woman’s Hour** | Component 3 NEA  Component 2 Media Forms and Products in Depth  Understanding and application of the key areas listed in core knowledge  **Magazines – Vogue and The Big Issue**  **Online Media – Zoella and Attitude** | Component 2 Media Forms and Products in Depth  Understanding and application of the key areas listed in core knowledge  **Magazines – Vogue and The Big Issue**  **Online Media – Zoella and Attitude Online**  **TV in the Golden Age Humans and Les Revenants** | Revision  Component 1 Media Products, Industries and Audiences  Understanding Media Industries and Audiences  Component 2 Media Forms and Products in Depth  Understanding and application of the key areas listed in core knowledge | Revision  Component 1 Media Products, Industries and Audiences  Understanding Media Industries and Audiences  Component 2 Media Forms and Products in Depth  Understanding and application of the key areas listed in core knowledge |  |
| Core knowledge | Media Industries  Audiences  Terminology  Theory  Completing a draft of a magazine package – cover, contents page, double page spread | Media Language  Theories  Representation  Terminology | Media Language  Theories  Representation  Terminology | Media language  Representation  Media Industries  Audiences  Terminology  Theory  How to answer exam questions | Media language  Representation  Media Industries  Audiences  Terminology  Theory  How to answer exam questions |  |
| Skills | Application of codes and conventions  Use of appropriate software  Text analysis, essay writing, how to answer exam questions, application of theory, study skills, wider reading | Application of codes and conventions  Use of appropriate software  Text analysis, essay writing, how to answer exam questions, application of theory, study skills, wider reading | Application of codes and conventions  Use of appropriate software  Text analysis, essay writing, how to answer exam questions, application of theory, study skills, wider reading | Text analysis, essay writing, how to answer exam questions, application of theory, study skills, wider reading, exam practice | Text analysis, essay writing, how to answer exam questions, application of theory, study skills, wider reading, exam practice |  |
| Covid recovery | Through targeted space retrievals, skills practice, introduction to wider cultural influences and contexts | Through targeted spaced retrievals, exam technique practice, wider reading | Through targeted spaced retrievals, exam technique practice, wider reading | Exam practice, developing writing skills, testing theoretical knowledge | Exam practice, developing writing skills, testing theoretical knowledge |  |
| Careers | Links to useful websites  <https://targetcareers.co.uk/career-sectors/media>  <https://successatschool.org/careerzonesummary/33/Publishing-Media> | Dedicate lesson to potential career paths. | Links to useful websites  <https://www.prospects.ac.uk/careers-advice/what-can-i-do-with-my-degree/media-studies>  <https://careerpilot.org.uk/job-sectors/subject/media-studies> | Link to useful website  <https://www.gov.uk/topic/further-education-skills/apprenticeships> | Link to useful website  <https://www.studentladder.co.uk/year-12/work-experience-opportunities/media/> |  |