

Media

Year 10 Scheme of Learning

Subject leader: S Dannell

Topics by term	Topic overview for Year 10					
	Term 1	Term 2	Term 3	Term 4	Term 5	Term 6
Topics taught	Component 1 Learning Aim A – Audience and Purpose	Component 1 Learning Aim B- Genre, Narrative and Representation	Component 1 LA A+B Revision and beginning of coursework based on pre-release brief	Complete Coursework in allotted time Component 2 - Practice assignment	Component 2 Practice Assignment	Component 2 Practice assignment completion and review of skills Reworking of existing Media Products
Prerequisite Learning	Students will draw upon the theory that they have done in year 9 and this will developed further	Students will draw upon the theory that they have done in year 9 and this will developed further	All of the Media theory knowledge from term 1+2	All of the Media theory knowledge from term 1+2	Practical skills developed in year 9- particularly photopea and	Practical skills developed in year 9- particularly

				Practical skills developed in year 9	publishing skills	photopea and publishing skills
Why teach this now?	They will need this knowledge to complete Comp 1 Coursework in term 3	They will need this knowledge to complete Comp 1 Coursework in term 3	To fit the BTEC coursework window	To fit the BTEC coursework window To begin to prepare for next coursework window in year 11	To prepare for next coursework window in year 11	To prepare for next coursework window in year 11

BTEC TECH AWARD Creative Digital Media Production L2							
Specification o References	Big questions	Topic area: main Items and learning objectives All: Level 1 Most: Level 2 Pass Some: Merits/Distinctions	Outcomes	Key Terms/ concepts Literacy Numeracy	Assessment and homework tasks	Resources	Personal Development curriculum links (SMSC, British Values, PSHE)
Term 1							
Topic 1: Audience + Purpose							
Component 1 LA A	<p>What is Component 1A?</p> <p>What are the three main media platforms?</p> <p>What is a media franchise?</p> <p>What does the term Audience mean?</p> <p>What is a primary audience?</p> <p>What is a secondary audience?</p> <p>What is demographics?</p> <p>What is psychographics?</p> <p>What does the term Audience mean?</p> <p>What is a primary audience?</p> <p>What is a secondary audience?</p> <p>What is demographics?</p> <p>What is psychographics?</p> <p>Why are media products created?</p> <p>Why do audiences consume them?</p>	<p>Students should be able to identify the main types of media product. They should also be able to work out the audience intended for the product and the reason the product was created.</p> <p>They should be able to analyse any media product for the above criteria which they will demonstrate by completing one of the BTEC sample assessment briefs</p> <p>All should Identify media products, their purpose and audience using limited examples from one or more sectors.</p> <p>Outline media products, their purpose and</p>	<p>Each lesson to contain a Nothing New Just Write questioning session at the beginning to cover the knowledge from the previous lesson.</p> <p>Students to complete a practice version of their first piece of coursework which is an analysis of one media product from each of the different Media platforms in terms of purpose and audience</p>	<p>Franchise Platform</p> <p>Demographics Psychographics</p> <p>Primary Secondary Purpose</p>	<p>Week 3 Assessment based on knowledge acquired so far</p> <p>End of Term assessment of practice coursework following BTEC guidance</p>	<p>OneNote Work booklet created containing all lessons and resources</p>	<p>Ethical issues of understanding bias in the Media linked to Democracy</p>

		<p>audience, using basic examples from one or more sectors.</p> <p>Most Describe media products, their purpose and audience, with reference to relevant examples across all three sectors.</p> <p>Some Discuss and analyse the relationships between media products, their purpose and specific audiences using appropriate examples across all three media sectors.</p>					
Term 2							
	Topic 1: Genre, Narrative and Representation						
Component 1 LA B	<p>What is genre?</p> <p>What is a sub-genre?</p> <p>What is a hybrid genre?</p> <p>How does genre use codes and conventions?</p> <p>How does genre link to magazines?</p> <p>What does narrative mean?</p>	<p>Students should be able to identify the genre of a media product. They should be able to understand what narrative is and how to spot it in different media products. They should be able to understand that audiences react</p>	<p>Each lesson to contain a Nothing New Just Write questioning session at the beginning to cover the knowledge from the previous lesson.</p> <p>Students to complete a practice of the first half of their second piece of</p>	<p>Genre Hybrid Narrative Linear Non-linear Enigma Intertextuality Representation</p>	<p>Week 3 Assessment based on knowledge acquired so far</p> <p>End of Term assessment of practice coursework</p>	<p>OneNote Work booklet created containing all lessons and resources</p>	<p>Ethical issues of understanding bias in the Media linked to Democracy</p> <p>Links to respect and</p>

	<p>What does linear and non-linear narrative mean? What are common narrative structures? What are enigma codes and action codes? What is intertextuality? How do we see narrative in magazines? Why do different audiences react differently to media texts? What is representation? What are some of the key terms? What does mediation of content mean? Why does it matter? What techniques do media producers use to encode meaning? What are the main features of a magazine front cover? How are these features adapted to communicate meaning to the audience?</p>	<p>differently to media texts and how this happens. Students should understand what representation is and what techniques the media can use to represent different people/subjects. They will then be able to apply this to completing a practice analysis of One media product based on an existing BTEC sample Brief</p> <p>All: Identify how genre, narrative and representation are used to engage audiences, with reference to limited examples of media products Identify the production techniques used in the creation of media products, with reference to limited examples. Outline how genre, narrative and representation are used to engage audiences, with reference to basic examples of media products. Outline the production techniques used in the creation of media products, with</p>	<p>coursework which is an analysis of a media product from one Media platform. They need to focus on the techniques used have been used to reinforce genre, narrative and representation.</p>		<p>following BTEC guidance</p>		<p>tolerance through diversity in the Media representation</p>
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		<p>reference to limited examples.</p> <p>Most: Describe the production techniques used in the creation of media products, with reference to relevant examples. Describe how genre, narrative and representation are used to engage audiences, with reference to relevant examples of media products.</p> <p>Some: Discuss the relationship between genre, narrative, representations and how production techniques are used to create meaning and engage audiences, with reference to appropriate examples of media products. Analyse the relationship between genre, narrative, representations and how production techniques are used to effectively create meaning and engage selected audiences, with reference to considered examples of media products.</p>					
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Term 3							
	Topic 1: Genre, Narrative and Representation and Audience and Purpose						
Comp 1 LA A+B	<p>Same as Term 1+2 as this will be a revision term to prep for the first coursework assignment Comp 1</p>	<p>Students will complete their practise assessment in the first the 2 weeks of term. This is time dependent on the release of the Comp1 Brief</p> <p>Then students will begin to complete assignment from exam board under control level from board. This will take 10 hours (approx) 4 weeks of lessons so will roll over into term 4</p> <p>All will have had the opportunity to complete a full practise of each component and will begin to plan and complete their coursework assignment as set by board, showing clear understanding of their products and the key concepts</p> <p>Most will be able to understand the key requirements of the set</p>	<p>Each lesson to contain a Nothing New Just Write questioning session at the beginning to cover the knowledge from the previous lesson.</p> <p>Students to work towards their begin their first piece of coursework as per brief released at the staff which will be an ongoing process throughout the term.</p>	<p>Franchise Platform Demographics Psychographics Primary Secondary Purpose</p> <p>Genre Hybrid Narrative Linear Non-linear Enigma Intertextuality Representation</p>	<p>On going assessment of the component in line with BTEC guidelines</p>	<p>OneNote Notebook containing resources and lessons</p>	<p>Ethical issues of understanding bias in the Media linked to Democracy</p> <p>Links to respect and tolerance through diversity in the Media representation</p>

		<p>brief and key concepts and will be able to use their practise answers to help them understand and begin to complete coursework assignment in a detailed and convincing way.</p> <p>Some will be able to access the top criteria in the assessment criteria and produce high level analysis of their chose products</p>					
Term 4- Students will complete their Component 1 coursework first (in line with deadline set by Pearson)- then move on to below:							
Topic 1: Developing Practical Production Skills							
Component 2 LA A	<p>What do I need to do for Component 2A? How do I develop ideas for my media product? BQ- How do you expand and review your work BQ- What is a mood board and how can I use it to help me generate ideas? BQ- What is a 'work flow' and how can I use one to plan my product? BQ- How do you create sketches of your ideas?</p>	<p>Students will be using this term to begin a practice run at component 2, completing a all the tasks needed for when they do this for real at the beginning of year 11.</p> <p>All: Demonstrate limited development of media production skills and techniques.</p>	<p>Each lesson to contain a Nothing New Just Write questioning session at the beginning to cover the knowledge from the previous lesson.</p> <p>Students to begin practicing the skills needed for component 2 and developing the knowledge to undertake this piece of coursework</p>	<p>Moodboard Colour Theory Layout Mock up Copy Manipulate Wrap Hierarchy Typography</p>	<p>Week 3 assessment based on progress made in the term</p> <p>On going assessment of the component in line with BTEC guidelines</p>	<p>OneNote Notebook containing resources and lessons</p>	<p>Diversity in their own practical work- Tolerance and respect</p>

		<p>Demonstrate basic development of media production skills and techniques through some experimental practical work.</p> <p>Most: Demonstrate appropriate development of media production skills and techniques through relevant experimental practical work.</p> <p>Some: Demonstrate effective development of media production skills and techniques through focused experimental practical work. Demonstrate comprehensive development of media production skills and techniques, through creative experimental practical work.</p>					
Term 5	Topic 2: Developing a media product						
Component 2 LA A	<p>What is a Mock up?</p> <p>How do I create and refine them?</p>	<p>Students to continue working on the example exam brief, going through the stages one at a time and</p>	<p>Students to work towards their fourth piece of coursework which will be an ongoing process throughout the term. This will be the reworking of a</p>		<p>On going assessment of the component in line with BTEC guidelines</p>	<p>OneNote Notebook containing resources and lessons</p>	<p>Diversity in their own practical work- Tolerance and respect</p>

	<p>BQ- What do I need to do on my photoshoot and how do I review and reshoot?</p> <p>BQ- How do I get images that I cannot produce myself?</p> <p>What process do I need to go through to write the copy (text) I need</p> <p>BQ- How do I review my second photoshoot?</p> <p>How can I use different software to edit my photos?</p> <p>BQ- How do I create my first page?</p>	<p>continuing to build their practice PowerPoint</p> <p>All: Demonstrate limited application of preproduction skills and techniques when developing aspects of an media product. Demonstrate limited application of production and pre-production skills and techniques when developing aspects of an existing media product. Demonstrate basic application of preproduction skills and techniques reworking aspects of a media product. Demonstrate basic application of production and pre-production skills and techniques when reworking aspects of an existing media product</p> <p>Most: Demonstrate relevant application of production and postproduction skills and techniques when developing aspects of an existing media product leading to appropriate outcomes. Demonstrate relevant application of</p>	<p>single piece of media of their choice for a new audience. They will be completing all the three stages of production, logging the work as they go</p>				
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		<p>preproduction skills and techniques when developing aspects of an existing media product leading to appropriate outcomes.</p> <p>Some: Demonstrate effective application of preproduction, production and post-production skills and techniques when developing aspects of an existing media product leading to effective outcomes. Demonstrate imaginative application of pre-production, production and post-production skills and techniques when developing aspects of an existing media product leading to creative outcomes.</p>					
Topic 2: Reviewing development of skills							
Term 6							
Topic 1: Practical Skills Development Extension							
NA	<p>BQ- How do I develop my remaining pages? How do I present my final products? How do I know if I have completed everything?</p>	<p>Students to use this term to complete their practice assessment and then reflect on what they have done, complete any missing sections and then look to develop skills</p>	<p>Each lesson to contain a Nothing New Just Write questioning session at the beginning to cover the knowledge from the previous lesson.</p>	<p>Masthead Kicker Coverlines Captions</p>	<p>Assessment to be conducted at the end of project and will be a simplified Pass Merit Distinction criteria as</p>	<p>OneNote,</p>	<p>Diversity in their own practical work</p>

	<p>BQ- What have we learnt during our practice that we can take forward for the real coursework?</p> <p>BQ- How can I be ambitious and develop a double page of a magazine?</p>	<p>ready for Year 11's real Comp 2 coursework</p> <p>All students will be expected to be able to develop basic skills in the different areas they have selected (Pass)</p> <p>Most will be able to use the skill to create an interesting product (merit)</p> <p>Some will be able to use the skill to create effective and imaginative products (distinction)</p>	<p>Students to begin practicing the skills needed for component 2 and developing the knowledge to undertake this piece of coursework</p>		<p>outlined on the left</p>		