

**Forensic Learning Points in Media Studies at Kineton High School**

	Key Stage 3		Key Stage 4		Key Stage 5		
Time	Year 9	Year 10	Year 11	Year 12		Year 13	
Autumn 1	<p><b>Topic: What is Media Studies?</b></p> <p><b>Curriculum end point:</b></p> <p>1) Understand what Media Studies is, why we study it and its place in the world</p> <p>2) Understand the overview of the course and the “Framework”</p> <p>3) Begin to explore some the key elements of the framework, i.e. an introduction to audiences, industries, representation and media language</p> <p>Introduction to Home Learning Project #1 on film advertising (analysis and creative task)</p>	<p><b>Topic: Advertising</b></p> <p><b>Curriculum end points:</b></p> <p>1) Understand the GCSE Media course, the long-term plan and its components</p> <p>2) Learn how to analyse 3 key advertising texts, focusing on media language and representation</p> <p><b>Vocab:</b> Media language, representation, advertising, camera work, diegetic/non-diegetic sound, intertextuality, mise-en-scene.</p> <p><b>Main Assessments:</b> Galaxy assessment – FAR marked and /20 OMO assessment – FAR marked and /20</p>	<p><b>Topic: Television 2</b></p> <p><b>Curriculum end points:</b></p> <p>1) Learn how to analyse a key television text, focusing on media industries, audiences, language and representation</p> <p><b>Vocab:</b> joint venture, funding, stereotypes, representations, camera work, editing, mise-en-scene, PSB, colour-blind casting, CGI, diegetic/non-diegetic sound.</p> <p><b>Main Assessments:</b> Comparison of Doctor Who and His Dark Materials assessment – FAR marked and /20.</p>	<p><b>Topic: Unit 1</b> (6 lessons a fortnight)</p> <p><b>Curriculum end points:</b></p> <p>1) To understand the course, the requirements and the skills needed</p> <p>2) To learn LO1 (media institutions)</p> <p>3) To learn LO2 (advertising)</p> <p><b>Vocab:</b> Denotation, connotation, conglomerate, independent, distribution, production, specialist providers, PSB, cross-media, vertical/ horizontal integration, VoD, synergy, advertising, above the line, below the line, Web 2.0, technological convergence.</p>	<p><b>Topic: Unit 6</b> (2 lessons a fortnight)</p> <p><b>Curriculum end points:</b></p> <p>1) To learn LO1 (understand how online and social media products are used)</p> <p>2) To learn LO2 (understand the impact of social media and globalisation)</p> <p>3) To learn LO3 (how global industries use social media)</p> <p><b>Vocab:</b> Hypertext, collaboration, Prosumer, semantic web, user-generated content, social media channels, VOD, streaming, wikinomics, crowdsourcing, globalisation, open source, electronic agora, trolling, cyber-bullying, meme, viral marketing, self-</p>	<p><b>Topic: Unit 2</b> (6 lessons a fortnight)</p> <p><b>Curriculum end points:</b></p> <p>1) To learn LO1 (considerations in planning a product)</p> <p>2) To learn LO2 (interpret client requirements and target audience considerations)</p> <p><b>Vocab:</b> Entertainment, promotion, revenue stream, sponsorship, crowdfunding, corporate finance, advertising, franchising, socio-economic factors, mainstream and niche audiences, demographics, psychographics.</p> <p><b>Main Assessments:</b></p>	<p><b>Topic: Unit 20</b> (3 lessons a fortnight)</p> <p><b>Curriculum end points:</b></p> <p>1) To learn LO1 (existing advertising campaigns)</p> <p><b>Vocab:</b> Advertising campaign, market share, market research, brand awareness, segments, audience profile, USP, value proposition, scheduling, ethics, regulation.</p> <p><b>Main Assessments:</b> Ongoing formative assessment and feedback of NEA work.</p>

	<p><b>Vocab:</b> Media, representation, language, audience, industry.</p> <p><b>Main Assessments:</b></p> <ol style="list-style-type: none"> <li>1) The Fountain poster analysis – FAR marked</li> <li>2) Advert analysis – FAR marked and mark /20</li> </ol>			<p><b>Main Assessments:</b></p> <p>A section of the Unit 1 exam paper on LO1 and LO2 only. Individual feedback and marks given.</p>	<p>regulation, trending, SEO.</p> <p><b>Main assessments:</b></p> <p>Practice questions ongoing.</p>	<p>Unit 2 LO1 and 2 practice assessments. Individual feedback and marks given.</p>	
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	Key Stage 3	Key Stage 4		Key Stage 5			
Time	Year 9	Year 10	Year 11	Year 12		Year 13	
Autumn 2	<p><b>Topic: An Introduction to Media Language</b></p> <p><b>Curriculum end point:</b></p> <ol style="list-style-type: none"> <li>1) Understand what media language is and key vocabulary</li> <li>2) Understand the impact that media language techniques have on a text and audience.</li> <li>3) Analyse and evaluate various texts, focusing on</li> </ol>	<p><b>Topic: Gaming</b></p> <p><b>Curriculum end points:</b></p> <ol style="list-style-type: none"> <li>1) Learn how to analyse 2 key game texts, focusing on media language, representation, industries and audiences.</li> </ol> <p><b>Vocab:</b> Stereotypes, franchise, in-app purchases, profit, convergence.</p> <p><b>Main Assessments:</b></p> <p>NHS Represent assessment – FAR marked and /20</p>	<p><b>Topic: NEA (Non-Examined Assessment) –</b></p> <p>depending on the timetabling and access to technology, this may be taught from September to April 1 or 2 lessons a fortnight)</p> <p><b>Curriculum end points:</b></p> <ol style="list-style-type: none"> <li>1) To create a practical production piece which fulfils a Brief</li> </ol>	<p><b>Topic: Unit 1</b></p> <p><b>Curriculum end points:</b></p> <ol style="list-style-type: none"> <li>1) To learn LO3 (production techniques used in media texts)</li> </ol> <p><b>Vocab:</b> Codes, conventions, denotation, genre, juxtaposition, camera work, mise-en-scene, editing, diegetic and non-diegetic sound, representation, narrative.</p>	<p>See Autumn 1</p> <p><b>Main assessments:</b></p> <p>Section A paper. Individual feedback and marks given.</p>	<p><b>Topic: Unit 2</b></p> <p>(6 lessons a fortnight)</p> <p><b>Curriculum end points:</b></p> <ol style="list-style-type: none"> <li>1) To learn LO3 (planning pre-production)</li> <li>2) To learn LO4 (Create and evaluate pre-production documents)</li> </ol> <p><b>Vocab:</b></p> <p>Milestones, Gantt chart, production schedule, contingency, proposal, pitch,</p>	<p><b>Topic: Unit 20</b></p> <p>(3 lessons a fortnight)</p> <p><b>Curriculum end points:</b></p> <ol style="list-style-type: none"> <li>1) To learn LO2 (planning a cross-media advertising campaign)</li> </ol> <p><b>Vocab:</b> Client brief, mood boards, intellectual property rights, copyright, found material, regulatory bodies.</p>

	<p>media language</p> <p><b>Vocab:</b> Camera shot, camera angle, camera movement, editing, mise-en-scene, diegetic sound, non-diegetic sound, codes and conventions.</p> <p><b>Main Assessment:</b> Analysis of a film trailer; focus on codes and conventions. FAR marked /20</p>	<p>Lara Croft Go/ Kim Kardashian Hollywood assessment – FAR marked and /20</p>	<p><b>Vocab:</b> NEA, production, statement of intent, representation, media language, audiences, brief.</p> <p><b>Main Assessments:</b> Ongoing assessment of NEA. Paper 2 mock exam (November).</p>	<p><b>Main Assessments:</b> A section of the Unit 1 exam paper on LO1-3. Individual feedback and marks given.</p>		<p>high concept document.</p> <p><b>Main Assessments:</b> Full Unit 2 mock.</p>	<p><b>Main Assessments:</b> Ongoing formative assessment and feedback of work.</p>
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	Key Stage 3	Key Stage 4		Key Stage 5			
Time	Year 9	Year 10	Year 11	Year 12		Year 13	
Spring 1	<p><b>Topic: An Introduction to Media Representations</b></p> <p><b>Curriculum end point:</b></p> <p>1) Understand what media representations are and key vocabulary</p> <p>2) Understand the impact that the construction of</p>	<p><b>Topic: Music videos</b></p> <p><b>Curriculum end points:</b></p> <p>1) Learn how to analyse a key e-media text, focusing on media industries, audiences, language and representation</p> <p>2) Learn how to analyse 2 key music videos,</p>	<p><b>Topic: Magazines</b></p> <p><b>Curriculum end points:</b></p> <p>1) Learn how to analyse two magazines text, focusing on media language and representation</p> <p><b>Vocab:</b> Masthead, sell line, cover lines, pug, colour</p>	<p><b>Topic: Unit 1</b> (6 lessons a fortnight)</p> <p><b>Curriculum end points:</b></p> <p>1) To learn LO4 (target audiences)</p> <p>2) To learn LO5 (research data)</p> <p><b>Vocab:</b> Audience, mainstream, niche, demographics,</p>	<p><b>Topic: Unit 6</b> (2 lessons a fortnight)</p> <p><b>Curriculum end points:</b></p> <p>1) To learn LO4 (planning a social media campaign)</p> <p><b>Vocab:</b> Digital native, subculture, USP, niche audience, sentiment analysis, social media,</p>	<p><b>Topic: Unit 3</b> (6 lessons a fortnight)</p> <p><b>Curriculum end points:</b></p> <p>1) To learn LO1 (proposal and sample materials)</p> <p>2) To learn LO2 (developing pre-production materials)</p>	<p><b>Topic: Unit 20</b> (3 lessons a fortnight)</p> <p><b>Curriculum end points:</b></p> <p>1) To learn LO3 (producing the advertising campaign)</p> <p><b>Vocab:</b> It will depend on the students' choices but may include –</p>

	<p>representations has on a text and audience.</p> <p>3) Analyse and evaluate various texts, focusing on representations.</p> <p><b>Vocab:</b> Representations, stereotypes, fair, accurate, objective, biased, positive, negative</p> <p>Home Learning Project #2 given out which focuses on representations (analysis and creative task).</p> <p><b>Main Assessment:</b> Analysis of a television clip, focusing on representations. FAR marked and mark out of 20.</p> <p>Home Learning Project #1 marked with comments/praise postcards and a mark /80.</p>	<p>focusing on media industries and audiences</p> <p><b>Vocab:</b> website, navigation, social media, passive/active audiences, interactive, independent company, K-Pop, Web 2.0, manufactured band, globalisation.</p> <p><b>Main Assessments:</b> Marcus Rashford assessment – FAR marked and /20 Black Pink/Arctic Monkeys assessment – FAR marked and /20</p>	<p>palette, serif/san serif, overlay, image.</p> <p><b>Main Assessments:</b> Comparison of two magazines – FAR marked and /20. Paper 1 mock exam (March).</p>	<p>psychographics, geodemographics, NRS social grades, RAJAR, BARB, primary and secondary research, methods, qualitative and quantitative data, focus groups, circulation, readership, feedback, competitors.</p> <p><b>Main Assessments:</b> Full mock exam – individual feedback and marks given. Final question (LO6) will be used for diagnostics rather than to track progress.</p>	<p>platforms, globalisation.</p> <p><b>Main Assessments:</b> Full mock exam – individual feedback and marks given.</p>	<p><b>Vocab:</b> It will depend on what the students choose to make but is likely to include - pre-production techniques, proposal, dialogue, script, location scout, client brief.</p> <p><b>Main Assessments:</b> Unit 2 exam in January.</p>	<p>production, campaign, directing, camera work, sound, platform, mise-en-scene, editing.</p> <p><b>Main Assessments:</b> Ongoing formative assessment and feedback of NEA work.</p>
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	Key Stage 3	Key Stage 4		Key Stage 5			
Time	Year 9	Year 10	Year 11	Year 12		Year 13	
Spring 2	<p><b>Topic: An Introduction to Media Audiences</b></p> <p><b>Curriculum end point:</b></p> <ol style="list-style-type: none"> <li>1) Understand what media audiences are and key vocabulary</li> <li>2) Understand how different texts target different audiences</li> <li>3) Analyse and evaluate various texts, focusing on audiences.</li> </ol> <p><b>Vocab:</b> Target audience, demographic, psychographic, reception theory, uses and gratifications, primary audience, secondary audience.</p> <p><b>Main Assessments:</b> Analysis of a magazine – FAR</p>	<p><b>Topic: Radio</b></p> <p><b>Curriculum end points:</b></p> <ol style="list-style-type: none"> <li>1) Learn how to analyse 2 key radio programmes, focusing on media industries and audiences</li> </ol> <p><b>Vocab:</b> Primary/secondary audiences, conglomerate, funding, PSB, jingle, features, interactivity, active/passive audiences.</p> <p><b>Main Assessments:</b> Radio 1 assessment – – FAR marked and /20</p>	<p><b>Topic: Newspapers and revision</b></p> <p><b>Curriculum end points:</b></p> <ol style="list-style-type: none"> <li>1) Learn how to analyse 2 key newspapers, focusing on media industries, representation, language and audiences</li> <li>2) To learn how to revise for the two Media studies exams</li> </ol> <p><b>Vocab:</b> Masthead, byline, standfirst, colour palette, image, caption, serif/san-serif, ownership, conglomerate, funding.</p> <p><b>Main Assessments:</b> Comparison of 2 newspapers - FAR marked and /20 Paper 2 walking-talking mock.</p>	<p><b>Topic: Unit 1</b> (6 lessons a fortnight)</p> <p><b>Curriculum end points:</b></p> <ol style="list-style-type: none"> <li>1) To learn LO6 (regulation)</li> </ol> <p><b>Vocab:</b> Effects debates, moral panic, active and passive audiences, desensitisation, regulation, censorship, classification, PEGI, IPSO, BBFC, ASA, OCFOM, user-generated content.</p> <p><b>Main assessments:</b> Full Unit 1 mock – individual feedback and marks given.</p>	<p><b>Topic: Unit 6</b> (2 lessons a fortnight)</p> <p>See Spring 1.</p> <p><b>Main Assessments:</b> Full mock exam</p>	<p><b>Topic: Unit 3</b> (6 lessons a fortnight)</p> <p><b>Curriculum end points:</b></p> <ol style="list-style-type: none"> <li>1) Learn LO3 (create production materials)</li> <li>2) Learn LO4 (post-production techniques)</li> </ol> <p><b>Vocab:</b> It depends on what the students choose to make but is likely to be - mise-en-scene, genre, GFX, voiceover, production materials, camera work, raw footage, post-production, editing, transitions.</p> <p><b>Main Assessments:</b> Ongoing formative assessment of work.</p>	<p><b>Topic: Unit 20</b> (3 lessons a fortnight)</p> <p>See Spring 1.</p>

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	Key Stage 3	Key Stage 4		Key Stage 5	
Time	Year 9	Year 10	Year 11	Year 12	Year 13
Summer 1	<p><b>Topic: An Introduction to Media Industries</b></p> <p><b>Curriculum end point:</b></p> <ol style="list-style-type: none"> <li>1) Understand what media industries are and key vocabulary</li> <li>2) Understand how different industries create different texts</li> <li>3) Analyse and evaluate various texts, focusing on industries.</li> </ol> <p>Home Learning Project #3 given out which focuses on industries (analysis and creative task).</p> <p><b>Vocab:</b></p> <p>Conglomerate,</p>	<p><b>Topic: The Film Industry</b></p> <p><b>Curriculum end points:</b></p> <ol style="list-style-type: none"> <li>1) Learn how to analyse 2 key film trailers, focusing on media industries and audiences</li> </ol> <p><b>Vocab:</b></p> <p>Conglomerate, independent company, vertical/horizontal integration, trailer, three act structure, pre-production, production, post-production, CGI, funding, values, auteur.</p> <p><b>Main Assessments:</b></p> <p>Radio comparison assessment – FAR marked and /20</p>	<p><b>Topic: Revision</b></p> <p>Revision for the upcoming Paper 1 and Paper 2 exams.</p> <p><b>Methods:</b></p> <p>Walking talking mocks Past papers - section or full papers Self/peer-marking Evaluation through knowledge organisers and addressing gaps in knowledge Vocabulary quizzes</p> <p>GCSE exams in May/June.</p>	<p><b>Topic: Unit 1 and 6 Revision (all 8 lessons a fortnight)</b></p> <p><b>Curriculum end points:</b></p> <ol style="list-style-type: none"> <li>1) To learn how to revise for the two digital media exams</li> </ol> <p><b>Methods:</b></p> <ul style="list-style-type: none"> <li>• Walking talking mocks</li> <li>• Past papers - section or full papers</li> <li>• Self/peer-marking</li> <li>• Evaluation through knowledge organisers and addressing gaps in knowledge</li> <li>• Vocabulary quizzes</li> </ul> <p>Unit 1 and Unit 6 exams in May/June.</p>	<p><b>Topic: Course completion (all 8 lessons a fortnight)</b></p> <p>Completion of all outstanding Unit 3 and 20 work ready for the moderator.</p> <p><b>Main assessments:</b> internal assessment of Unit 3 and Unit 2 NEA work. External moderation of work.</p>

	<p>independent, PSB, funding, royal charter, values, industry.</p> <p><b>Main Assessments:</b> Analysis of a BBC advert – FAR marked and mark /20.</p> <p>Home Learning Project #2 marked with comments/praise postcards and a mark /80.</p>	<p>Film industries assessment - FAR marked and /20</p>			
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	Key Stage 3	Key Stage 4		Key Stage 5	
Time	Year 9	Year 10	Year 11	Year 12	Year 13
<p><b>Summer 2</b></p>	<p><b>Topic: An Introduction to Practical Production</b></p> <p><b>Curriculum end point:</b></p> <p>1) To learn how to create advertising posters and storyboards</p> <p>2) To learn how to create a successful</p>	<p><b>Topic: Television 1</b></p> <p><b>Curriculum end points:</b></p> <p>1) Learn how to analyse a key television text, focusing on media industries, audiences, language and representations.</p>	<p>N/A</p>	<p><b>Topic: Year 12 to 13 Bridging Work (All 8 lessons a fortnight)</b></p> <p><b>Curriculum end points:</b></p> <p>1) To develop the skills needed for the practical units (3 and 20) next year</p> <p>2) To supplement knowledge of various media topics</p> <p>Vocab: Genre, narrative, briefs, target audience, representation, platform.</p> <p><b>Main Assessments:</b></p> <p>Three taster practical production pieces created and submitted for marking:</p> <p>1x Print</p>	<p>N/A</p>

	<p>seasonal campaign</p> <p>3) To analyse and evaluate the campaigns used by other companies.</p> <p><b>Vocab:</b> storyboard, campaign, advert/advertising, poster, slogan.</p> <p><b>Main Assessments:</b> Practical production piece of a poster/storyboard and a seasonal campaign. FAR marked and mark /20.</p> <p>Home Learning Project #3 marked with comments/praise postcards and a mark /80.</p>	<p><b>Vocab:</b> historical context, stereotypes, representations, camera work, editing, mise-en-scene, PSB, special effects, diegetic/non-diegetic sound.</p> <p><b>Main Assessments:</b> Doctor Who assessment – FAR marked and /20 Paper 1 mock exam.</p>		<p>1x Broadcast 1x E-media</p>	
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