Curriculum Map

Subject: Media Studies
Year: 9 [Carousel]

	Unit 1: Media Key Concepts (6 weeks / 9 Lessons)	Unit 2: Media Production (6 Weeks / 9 Lessons)
Content and Knowledge	Me and The Media, Print / Moving Image Analysis, Genre, Narrative, Representation, Audience, Industry, Media Debates	Film Promotion: Research, Planning and Producing Promotion material (poster / DVD Jacket for a film based on a brief
Skills	Exploring Media debates - key concepts - analysis of texts, debates, extended writing	Production Skills Image Manipulation Adobe Production Suite
Key Questions	How does the media relate to my life? How do media texts communicate meaning? How can media texts be categorised? How are narratives constructed? How and Why do audiences engage with the media? How does the media attempt to represent reality? How do media organisations operate?	How to produce a practical production that meets a client brief
Assessment	End of topic Assessment	Completion of practical assignment ● Meeting a Brief ● Quality of production Skills
Literacy/numeracy/SMSC/Character	Vocabulary associated with analysis and semiotics Language of moving image/ print/ advertising Debates surrounding issues of representation, stereotypes, race, gender	Embedding meaning generically in a text for a specific audience
Enrichment opportunities and futures	'Shoe Box Set' Shooting a trailer for a new film Careers: ● Digital marketer. ● Location manager. ● Media buyer. ● Media planner.	Photography Skills Using Industry Software

		● Media researcher. ● Public relations officer. ● Runner, broadcasting/film/video. Social media manager.

		Unit 3: Media Production (6 Weeks / 9 Lessons)comics
Content and Knowledge		comics: Research, Planning and Producing front cover of new children's comic
Skills		Production Skills Image production/ Manipulation Adobe Production Suite
Key Questions		How to produce a practical production that meets a specific target audience, messages and values (children) Analysis of similar prodcuts
Assessment		Completion of practical assignment ● Meeting a Brief ● Quality of production Skills
Literacy/numeracy/S MSC/Character		Embedding meaning generically in a text for a specific audience
Enrichment opportunities and futures		Image production, concept development Using Industry Software