

**Creative Arts Department – Media**  
**Year 13 – Curriculum Map**  
**Two Teacher Model**

Year 9	Intent		Implementation		Impact	
	Taught Curriculum	Learned Curriculum	Key Skills	Wider activities	Summative Assessment	Assessment criteria
<b>Term 1</b> <i>7 weeks</i>	<p><b>Component 2: Online Media (Teacher A)</b> Zoe Sugg - Online Media</p> <p><b>Component 1: Film Marketing (Teacher B)</b> Black Panther and I Daniel Blake</p> <p><b>YEAR 13: Continuation of Component 3 Coursework</b></p> <p><b>YEAR 12: Will be introduced to key concepts through the study of set products. Students will revisit these concepts in year 13 in further depth to consolidate knowledge and understanding</b></p>	<p><b>Teacher A: Online Media</b></p> <p>Understanding the evolution of the web 2.0 and the industry as a whole</p> <p>How target audiences are created (demographics, psychographics) and catered for through content</p> <p>How audiences can now respond, interact and become prosumers in the world of web 2.0</p> <p>How industry context shape the products that are made</p> <p>In depth understanding of how media language is used to create meaning and encode messages including the representations</p> <p>Recap of CHEPS (cultural, historical, economical, political and social) influence media products</p> <p>Recap of theory linked to the four key areas of study (representations, audience, industry and language)</p> <p><b>Teacher B: Film Marketing</b></p> <p>The evolution of film marketing</p> <p>Horizontal and vertical integration</p> <p>How ownership patterns can impact on a media product as a whole as well as the distribution and exhibition</p> <p>How producers use marketing campaign to reach their existing audience as well as a wider audience</p>	<p>Research</p> <p>Interpretation</p> <p>Recall</p> <p>Enquiry</p> <p>Analysis</p> <p>Evaluation</p> <p>Critical thinking</p>	<p>All relevant videos for each area of study can be accessed on the link below. I strongly advise students to use these videos for pre learning and revision. These cover all areas of study and relevant theory.</p> <p><a href="#">Mrs Fisher - YouTube</a></p> <p>Fact Sheets</p> <p><a href="#">Black Panther (2018)</a></p> <p><a href="#">i-daniel-blake-trailer-fact-sheet.pdf</a></p>	<p>Extended response answers on Zoella</p> <p>Extended response on I Daniel Blake</p> <p>Year 13 ONLY - Completion of statement of aims and film poster</p>	<p><u>Students will begin to develop the ability to:</u></p> <p>A01 - Demonstrate knowledge and understanding of the theoretical framework of media in relation to Online Media.</p> <p>A01 - Be able to discuss contexts of media and their influence on media products and processes.</p> <p>A02 - Apply knowledge and understanding of theoretical framework to online media and film marketing.</p> <p>A02 - Analyse media products, including in relation to the contexts and through academic theories. Evaluate academic theories and make judgements and draw conclusions (Component 2 ONLY)</p> <p><u>Students will know and understand:</u></p> <p>How online media has evolved in the last 20 years due to the rise of the web 2.0</p> <p>How industry can significantly impact on a media product and how CHEPS can further influence the creation and content produced</p> <p>How theory can be analysed and evaluated against relevant products studied</p>

<p><b>Term 2</b> <i>7 weeks</i></p>	<p><b>Component 2: Online Media (Teacher A)</b> Attitude Magazine</p> <p><b>Component 1: (Teacher B)</b> Black Panther</p> <p><b>YEAR 13: Continuation of Component 3 Coursework</b></p>	<p><b><u>Teacher A: Online Media</u></b></p> <p>Understanding the evolution of the web 2.0 and the industry as a whole</p> <p>How target audiences are created (demographics, psychographics) and catered for through content</p> <p>How audiences can now respond, interact and become prosumers in the world of web 2.0</p> <p>How industry context shape the products that are made</p> <p>In depth understanding of how media language is used to create meaning and encode messages including the representations</p> <p>Recap of CHEPS (cultural, historical, economical, political and social) influence media products</p> <p>Recap of theory linked to the four key areas of study (representations, audience, industry and language)</p> <p>Analysis of theory in relation to Online Media products</p> <p><b><u>Teacher B: Film Marketing</u></b></p> <p>The evolution of film marketing</p> <p>Horizontal and vertical integration</p> <p>How ownership patterns can impact on a media product as a whole as well as the distribution and exhibition</p> <p>How producers use marketing campaign to reach their existing audience as well as a wider audience</p>	<p>Research Interpretation Recall Enquiry Analysis Evaluation Critical thinking</p>	<p>All relevant videos for each area of study can be accessed on the link below. I strongly advise students to use these videos for pre learning and revision. These cover all areas of study and relevant theory.</p> <p><a href="#">Mrs Fisher - YouTube</a></p> <p>Fact Sheets</p> <p><a href="#">Black Panther (2018)</a></p> <p><a href="#">i-daniel-blake-trailer-fact-sheet.pdf</a></p>	<p>Extended response answers on Attitude Online Magazine</p> <p>Extended response on Black Panther</p> <p>Year 13 ONLY - Completion of statement of aims and film poster</p>	<p><b><u>Students will begin to develop the ability to:</u></b></p> <p>A01 - Demonstrate knowledge and understanding of the theoretical framework of media in relation to Online Media.</p> <p>A01 - Be able to discuss contexts of media and their influence on media products and processes.</p> <p>A02 - Apply knowledge and understanding of theoretical framework to online media and film marketing.</p> <p>A02 - Analyse media products, including in relation to the contexts and through academic theories. Evaluate academic theories and make judgements and draw conclusions (Component 2 ONLY)</p> <p><b><u>Students will know and understand:</u></b></p> <p>How online media has evolved in the last 20 years due to the rise of the web 2.0</p> <p>How industry can significantly impact on a media product and how CHEPS can further influence the creation and content produced</p> <p>How theory can be analysed and evaluated against relevant products studied</p>
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