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

Taught Curriculum Learned Curricu  Term 1 Component 2: Online Media Teacher A: Online Media	ulum Key Skills	Wider activities	Summative Assessment	
Term 1 Component 2: Online Media Teacher A: Online Media			Summative Assessment	Assessment criteria
Toe Sugg - Online Media  Component 1: Film Marketing (Teacher B) Black Panther and I Daniel Blake  YEAR 13: Continuation of Component 3 Coursework  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  Recap of CHEPS (cultural, economical, political and influence media products  Recap of theory linked to areas of study (represent audience, industry and la  Teacher B: Film Marketin  The evolution of film mai Horizontal and vertical in How producers use mark campaign to reach their e audience as well as a wid	Interpretation Recall Enquiry Analysis Evaluation Critical thinking  respond, soumers in the  ape the  of how media te meaning cluding the  I, historical, d social) is of the four key tations, anguage)  mg  urketing integration is can impact whole as well exhibition  keting existing	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.  Mrs Fisher - YouTube  Fact Sheets  Black Panther (2018)  i-daniel-blake-trailer-fact-s heet.pdf	Extended response answers on Zoella  Extended response on I Daniel Blake  Year 13 ONLY - Completion of statement of aims and film poster	Students will begin to develop the ability to: A01 - Demonstrate knowledge and understanding of the theoretical framework of media in relation to Online Media. A01 - Be able to discuss contexts of media and their influence on media products and processes. A02 - Apply knowledge and understanding of theoretical framework to online media and film marketing. 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)  Students will know and understand: How online media has evolved in the last 20 years due to the rise of the web 2.0 How industry can significantly impact on a media product and how CHEPS can further influence the creation and content produced How theory can be analysed and evaluated against relevant products studied

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