

	Topic title	SUMMARY OF KNOWLEDGE ACQUISITION	APPROXIMATE DURATION (Lessons)	Term 1a							Term 1b							Term 2a						Term 2b						Term 3a					Term 3b												
				1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	1	2	3	4	5	6	7						
Year 10																																															
1	Comp 1 - A1: Media products, audiences and purpose	Media products, audience, purpose.	36	■														C1 A assessment																		Year 10 mock exams											
2	Comp 1 - B1: Genre, narrative, representation and audience interpretation	Genre, narrative, Representation of people, places, issues and events, and audience interpretation.	24																												■					C1 B assessment											
3	Comp 1 - B2: Media production techniques	Audio/moving image media products, publishing media products.; interactive media products.																																													
4	Comp 3 - A1 Responding to a brief	Establishing the requirements of the brief, Defining the target audience, Researching similar existing products to understand the marketplace/competition. Exploring the chosen media sector to support the generation of ideas. Theme of the brief. Developing skills for production	40															■																													
2	Comp 3 - A2 Generating ideas	Consider different ideas for the media product, its content and style, in order to develop a coherent product proposal. Idea selection.																■																													
3	Comp 3 - B1 Planning materials	Page layout and design for publishing - conventions, positioning, design, page layout and design of interactive features.																■																													
4	Comp 3 - B2 Managing the production process	Managing all aspects of the production process - time management, copyright, clearances and permissions.																■																													
5	Comp 3 - C1 Monitor and review the outcomes of the production process	Continually reflect on the progress of the media product as they engage in the different stages of the production process. Monitoring outcomes, areas for improvement and making refinements.																■																													
6	Comp 3 - C2 Production skills and techniques	Creating images and assets, creating copy, sourcing content from secondary sources.																■																													
7	Comp 3 - C3 Combining and refining content	Combining assets for the page and screen - software, techniques, stylistic codes.																■																													
8	Comp 3 - C4 Testing and exporting for distribution	Testing: usability testing, functionality testing, compression, exporting in appropriate file formats.																■																													
Year 11																																															
	Comp 2 - A1: Pre-production processes and practices	Practical skills and techniques																Comp 2A assessment																													
9	Comp 2 - B1: Pre-production processes and practices	Publishing pre-production processes and practices	6															■																													
10	Comp 2 - B2: Production processes and practices	Publishing production processes and practices	6															■																													
11	Comp 2 - B3: Post-production	Publishing post-production processes and practices	6															■																													
12	Comp 2 - C1: Review of progress and development	Tracking progress, reflecting on development of skills and techniques through to the application of pre-production, production and post-production processes and practices. Skills audit to highlight strengths and areas for improvement.	21															■																													
Year 12																																															
1	Unit 1 - A1 Media representations in context	Understand how media products construct representations – the media messages conveyed and comparisons of representations across media products.	6	■																																											
2	Unit 1 -A2 Introduction to theories of media representation	Hall's work on the 'effects and consequences' of representation can be used as a framework to consider that meaning is never fixed but is a process of negotiation. Richard Dyer's idea of stereotyping. Audience positioning, understand Laura Mulvey's concept of the gaze.	6	■																																											
3	Unit 1 -B1 Constructing messages	Media products are constructed to convey messages and values through the process.	6	■																																											
4	Unit 1 -B2 Audience decoding	Media products are deconstructed as audiences 'read' media material and determine their associated messages.	6	■																																											
5	Unit 1 -B3 Semiotics: media language	Semiotic analysis is one approach to understanding the messages and meaning in media products.	6	■																																											
6	Unit 1 -B4 Expectations and subversion of genre	The construction of media texts using established codes and conventions.	6	■																																											
				Year 12 mock exams																																											
				External Exam Unit 1																																											
				Unit 1 - External Exam																																											

