

# KS3 Curriculum Map

## Media

Knowledge and Understanding – Theoretical Framework

Knowledge and Understanding – Media Contexts

Analysis of Media Products

Creation of Media Products

## YEAR 7 MEDIA 19/20

|                            | Unit of Work                     | CORE KNOWLEDGE   | KEY SKILLS  |
|----------------------------|----------------------------------|--|---|
| Year 7<br>Autumn<br>Term 1 | <b>INTRODUCTION TO<br/>MEDIA</b> | <ul style="list-style-type: none"> <li>• What is Media?</li> <li>• What are Media Products?</li> <li>• What is Audience?</li> <li>• Applying audience</li> <li>• What is Representation?</li> <li>• Applying Representation</li> <li>• What is Industries?</li> <li>• Applying Industries</li> <li>• Camera language</li> <li>• Applying media language</li> <li>• What is Genre?</li> <li>• What is Context?</li> <li>• Writing Assessments in Media</li> </ul> <p><b>Assessment: Poster Analysis</b></p> | <p><b>Knowledge and Understanding –<br/>Theoretical Framework</b></p> <p><b>Knowledge and Understanding –<br/>Media Contexts</b></p> <p><b>Analysis of Media Products</b></p> |
| Year 7<br>Autumn<br>Term 2 |                                  |  |   |
| Year 7<br>Spring<br>Term 1 | <b>NEWSPAPER<br/>ANALYSIS</b>    | <ul style="list-style-type: none"> <li>• What is a newspaper?</li> <li>• Types of Newspaper - Tabloid &amp; Broadsheet</li> <li>• Our case study - The Sun</li> <li>• Newspaper industries</li> <li>• Newspaper audiences</li> <li>• Newspaper representations</li> <li>• Newspaper contexts</li> <li>• Newspaper Media Language - Written</li> <li>• Newspaper media language - Visual</li> <li>• Writing a newspaper analysis</li> </ul> <p><b>Assessment: Newspaper Analysis</b></p>                    | <p><b>Knowledge and Understanding –<br/>Theoretical Framework</b></p> <p><b>Knowledge and Understanding –<br/>Media Contexts</b></p> <p><b>Analysis of Media Products</b></p> |
| Year 7<br>Spring<br>Term 2 |                                  |  |   |
| Year 7<br>Summer<br>Term 1 | <b>NEWSPAPER<br/>CREATION</b>    | <ul style="list-style-type: none"> <li>• Creating a class newspaper</li> <li>• Planning news stories</li> <li>• Writing stories</li> </ul>   | <p><b>Knowledge and Understanding –<br/>Theoretical Framework</b></p>   |

|                            |                               |  |  |
|----------------------------|-------------------------------|--|--|
|                            |                               | <ul style="list-style-type: none"> <li>• Creating newspaper article</li> </ul> <b>Assessment: Creating a Newspaper Article (paired)</b>  | Creation of Media Products                               |
| Year 7<br>Summer<br>Term 2 | <b>PHOTOGRAPHY<br/>SKILLS</b> | <ul style="list-style-type: none"> <li>• Photography techniques</li> <li>• How to use your camera better</li> <li>• Taking photos in class - (HW take portfolio photos)</li> <li>• Photoshop intro</li> <li>• Editing photos</li> </ul> <b>Assessment: Photo Portfolio</b> | Analysis of Media Products<br>Creation of Media Products |

## Year 8 Media 19/20

|                            | Unit of Work                   | CORE KNOWLEDGE   | KEY SKILLS  |
|----------------------------|--------------------------------|--|---|
| Year 8<br>Autumn<br>Term 1 | <b>INTRODUCTION TO MEDIA</b>   | <ul style="list-style-type: none"> <li>• What is Media? (media consumption, photography contract &amp; homework)</li> <li>• What is Audience?</li> <li>• What is Representation?</li> <li>• What is Industries?</li> <li>• What is Media Language?</li> <li>• What is Context?</li> <li>• Writing Assessments in Media</li> </ul> <b>Assessment: Poster Analysis</b> | <p style="text-align: center;"><b>Knowledge and Understanding – Theoretical Framework</b></p> <p style="text-align: center;"><b>Knowledge and Understanding – Media Contexts</b></p> <p style="text-align: center;"><b>Analysis of Media Products</b></p> |
| Year 8<br>Autumn<br>Term 2 |                                |  |   |
| Year 8<br>Spring<br>Term 1 | <b>FILM MARKETING ANALYSIS</b> | <ul style="list-style-type: none"> <li>• What is film</li> <li>• Film Genres.</li> <li>• What is Marketing?</li> <li>• Our case study film - Avengers Endgame</li> <li>• Film Audiences</li> <li>• FMP: Film Representations</li> <li>• Film Industries</li> <li>• Film Poster Media Language</li> </ul> <b>Assessment: Film Poster Analysis</b>                     | <p style="text-align: center;"><b>Knowledge and Understanding – Theoretical Framework</b></p> <p style="text-align: center;"><b>Knowledge and Understanding – Media Contexts</b></p> <p style="text-align: center;"><b>Analysis of Media Products</b></p> |
| Year 8<br>Spring<br>Term 2 |                                |  |   |
| Year 8<br>Summer<br>Term 1 |                                |  |   |
| Year 8<br>Summer<br>Term 2 | <b>FILM MARKETING CREATION</b> | <ul style="list-style-type: none"> <li>• Planning the film poster</li> <li>• Creating the film poster</li> </ul> <b>Assessment: Creating a Film Poster</b>   | <p style="text-align: center;"><b>Knowledge and Understanding – Theoretical Framework</b></p> <p style="text-align: center;"><b>Creation of Media Products</b></p>  |

# Year 9 Media 19/20

|                            | Unit of Work                 | CORE KNOWLEDGE   | KEY SKILLS  |
|----------------------------|------------------------------|--|---|
| Year 9<br>Autumn<br>Term 1 | <b>INTRODUCTION TO MEDIA</b> | <ul style="list-style-type: none"> <li>• What is Media? (media consumption, photography contract &amp; homework)</li> <li>• What is Audience?</li> <li>• What is Representation?</li> <li>• What is Industries?</li> <li>• What is Media Language?</li> <li>• What is Context?</li> <li>• Writing Assessments in Media</li> </ul> <b>Assessment: Poster Analysis</b> | <p style="text-align: center;"><b>Knowledge and Understanding – Theoretical Framework</b></p> <p style="text-align: center;"><b>Knowledge and Understanding – Media Contexts</b></p> <p style="text-align: center;"><b>Analysis of Media Products</b></p> |
| Year 9<br>Autumn<br>Term 2 |                              |  |   |
| Year 9<br>Spring<br>Term 1 | <b>SITCOM DVD ANALYSIS</b>   | <ul style="list-style-type: none"> <li>• What are sitcoms? (conventions)</li> <li>• Our case study - Only Fools and Horses</li> <li>• Sitcom Audiences</li> <li>• Sitcom Industries (BBC)</li> <li>• Sitcom Representation</li> <li>• Sitcom Representation (Archetypes)</li> <li>• Sitcom DVD Media Language</li> </ul> <b>Assessment: Sitcom DVD Analysis</b>      | <p style="text-align: center;"><b>Knowledge and Understanding – Theoretical Framework</b></p> <p style="text-align: center;"><b>Knowledge and Understanding – Media Contexts</b></p> <p style="text-align: center;"><b>Analysis of Media Products</b></p> |
| Year 9<br>Spring<br>Term 2 |                              |  |   |
| Year 9<br>Summer<br>Term 1 |                              |  |   |
| Year 9<br>Summer<br>Term 2 | <b>SITCOM DVD CREATION</b>   | <ul style="list-style-type: none"> <li>• Planning the sitcom DVD cover</li> <li>• Creating the sitcom DVD cover</li> </ul> <b>Assessment: Creating a sitcom DVD cover</b>  | <p style="text-align: center;"><b>Knowledge and Understanding – Theoretical Framework</b></p> <p style="text-align: center;"><b>Creation of Media Products</b></p>  |