Long-Term Plan

		Term 1a	Term 1b	Term 2a	Term 2b	Term 3a	Term 3b
Year 10	Topics to be covered:	**Topics to be covered**: • Introduction to key concepts • Language and representation • Magazines	**Media language / representation** • Marketing film • Newspapers • Print adverts	**Industry and audience** •Film industry •Newspapers industry	**Industry and audience** • Radio industry Video games industry	**NEA Planning** • Start initial research and planning for NEA • Photoshop skills Photography	**NEA Planning** • Statement of Aims (Apply understanding of media language and representation)250 words • Research and planning clarification
	Skills to be developed:	Media language and representation of: • Pride magazine • GQ Magazine	Media language and representation of: • The man with the golden gun (poster) • Spectre (poster) • The Guardian • The Sun • Quality Street advert • This girl can advert	Industry and audience factors: • The Sun (industry) • The Guardian (industry) Spectre industry	• The Archers • Pokemon Go or Fortnite	*Set brief – *Advertising and Marketing - Film	• Planning documents • Constructing a statement of aims • Apply theories – Uses and gratifications, narrative and character theories, Mulvey male gaze.
	Key assessments taking place:	• Pride analysis task • Pride exam questions • GQ analysis task • GQ exam questions	*TMQTGG analysis task *Spectre analysis task *Spectre exam questions *The Guardian analysis task *Guardian exam questions *The Sun analysis task *The Sun exam questions *Quality Street analysis task *QS exam questions *This girl can analysis task *TGC exam questions	• The Sun exam questions (industry) • The Guardian exam questions (industry) • Spectre industry exam questions	• Exam questions – The Archers • Exam questions – Pokemon Go or Fortnite	• Analysis of marketing of film products including DVD covers and billboard posters	• Written assessments in relation to theories needed for statement of aims • Written statement of aims 250 words (10 marks)
	Key vocab	Strapline, Cover line, colour palette, address, masthead,	Central image, protagonist, hero, villain, title, star appeal, credit block, frame, enigma codes,	Use of cover photographs/images, House style, Mastheads, Headline, Anchor, Direct	Omnibus, social, cultural, OFCOM, regulation, marketing, audience,	Marketing, audience, reach, design, Blurb, production, uses and gratifications, Propps,	Marketing, audience, reach, design, Blurb, production, uses and gratifications, Propps, plot,

	anchorage, Masculinity, pose, hyperbole, FMG, BLM,	signify, Long shot, facial expression, body language, colour, enigma codes. Layout, Use of cover photographs/images, House style, Mastheads, Headline, Anchor, Direct address, Command, Threat, Xenophobic, EU, Article, Dominant image, Tabloid, Right wing, Patriotic, Nationalistic. ANCHOR, TAGLINE, SLOGAN, FRAMING, TYPOGRAPHY, COLOUR PALETTE, CONNOTATION, HERO, DAMSEL IN DISTRESS, STEREOTYPING, NARRATIVE, COSTUME, ALLITERATION, PERSUASIVE LANGUAGE, REGENCY ERA, DOMINANCE, PATRIARCHAL SOCIETY	address, Command, Threat, Xenophobic, EU, Article, Dominant image, Tabloid, Right wing, Patriotic, Nationalistic, Layout, Use of cover photographs /images, House style, Masthead, Headline, Anchor, Quote, Emotive language, Article, Selection of images, Dominant image, Broadsheet, left wing, Liberal, Serif font.	Branding, Technological convergence, multiplayer, franchise, convergence, PEGI, unreal engine, Games as a service model	plot, hook, cliffhanger, billing block, logo	hook, cliffhanger, billing block, logo

Opportunities for retrieval practice:
Kahoot quizzes, plenaries, key word definitions, Seneca learning tasks, One Note revision tasks

Long-Term Plan

			Term 1a	Term 1b	Term 2a	Term 2b	Term 3a	Term 3b
Year 11	Topics to be covered:		**Topics to be covered**: • NEA • Practical construction of DVD cover and billboard poster on Photoshop	• Language and representation of crime drama Television • (One Q on language or representation, One Q on Industry, audience or media context	• Industry and audience in relation to crime drama – Luther and The Sweeney	• Music (online and videos) • (One Q on language or representation, One Q on industry, audience or media context) • Online and social media	• Mop up and unfinished units • Revision of component 1 • Revision of component 2	N/A
	Skills to be developed:		**Skills to be developed:** • Photoshop skills • Construction of billing blocks • Legislation	• Crime Drama (Luther) • The Sweeny • Mise en scene • Characters and narrative • Social and cultural concepts comparing modern to historical shows	• Channel awareness and the differences • Financial models • Technological convergence and synergy • Audience knowledge	Contemporary: • Katy Perry Roar AND Bruno Mars Uptown Funk • From 1980s/1900s: • Waterfalls TLC • Online • Social media presence: • (in relation to the website) • Facebook, Twitter and Instagram for each artist	• Exam practice and techniques • Timed questions • Structuring 25 mark questions	N/A
	Key assessments taking place:		**Key assessments taking place:** • Assessment of DVD cover • Assessment of billboard poster • (Suitability of genre and audience 20)	• Exam questions on Luther – media language and representation • Exam questions on crime drama – general • Year 11 mock exams (Component 1 and 2)	•Exam questions on industry and audience in relation to modern and historical crime dramas	• Exam questions on music videos (modern and historical) • Exam questions related to online media and social media for set products	• Exam questions that cover entire course and mock exams	

		• Media language and representation (30)					
	Key vocab	Marketing, audience, reach, design, Blurb, production, uses and gratifications, Propps, plot, hook, cliffhanger, billing block, logo	Conventions, Hybrid Genre, Sub-Genre, Watershed, Prime time, Enigma code, Inverted Narrative, Action codes, Diegetic sound, Non – diegetic sound, High key lighting, Low key lighting, Mise-en-Scene	Uses and gratifications, audience appeal, regulation, culture, history, star appeal, diversion, corruption, narrative, production, distribution, channel	Social media, music label, star persona, engagement, brand identity, fans, vertical and horizontal integration, finance, profit, social interaction, performance, concept	Refer to One Note revision guide	
	Opportunities for retrieval practice: Kahoot quizzes, plenaries, key word definitions, Seneca learning tasks, One Note revision tasks						