

Curriculum Overview 2022-23

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	Y10	Y11 (2023-2024)	Y11 (2022-2023)
HT1 7 weeks	Advertising and Marketing Set Texts: This Girl Can, Quality Street, No Time To Die, The Man With The Golden Gun Assessment Areas: Media Language, Representation & Context Big Idea: Marketing is manipulation	Crime Drama Set texts: Luther S1 Ep1 & The Sweeney Ep 1 (first 15 minutes) Assessment Areas: Media Language, Representation & Context, Industries and Audiences Big Idea: Escapism is a necessity for humans to survive.	Crime Drama Set texts: Luther S1 Ep1 & The Sweeney Ep 1 (first 15 minutes) Assessment Areas: Media Language, Representation & Context, Industries and Audiences Big Idea: Escapism is a necessity for humans to survive.
HT2 6 weeks	Video Games Set Texts: Fornite Assessment Areas: Industries and Audiences Big Idea: Video Games let us do things that we can't in the real world.	Radio Set texts: The Archers (Helen stabs Rob episode) Assessment Areas: Context, Industries and Audiences Big Idea: "Radio is the theatre of the mind"	Radio Set texts: The Archers (Helen stabs Rob episode) Assessment Areas: Context, Industries and Audiences Big Idea: "Radio is the theatre of the mind"
HT3 6 weeks	Newspapers Set Texts: The Sun website, The Sun article & The Guardian article Assessment Areas: Media Language, Representation & Context, Industries and Audiences Big Idea: "I have opened newspapers and read incredible lies"	Film Industry Set texts: No Time To Die Assessment Areas: Context, Industries and Audiences Big Idea: "If a million people see my movie, I hope they see a million different movies" – Quentin Tarantino	Film Industry & Marketing Set texts: Spectre + film poster & The Man With The Golden Gun poster Assessment Areas: Context, Industries and Audiences Big Idea: "If a million people see my movie, I hope they see a million different movies" – Quentin Tarantino
HT4 6 weeks	Magazines Set Texts: Pride & GQ Assessment Areas: Media Language, Representation & Context Big Idea: "We buy things we don't need with money we don't have"	Music Set texts: Lizzo – Good As Hell & Bruno Mars – Uptown Funk Assessment Areas: Media Language, Representation & Context, Industries and Audiences Big Idea: The star as a construct	Newspapers Set Texts: The Sun website, The Sun article & The Guardian article Assessment Areas: Media Language, Representation & Context, Industries and Audiences Big Idea: "I have opened newspapers and read incredible lies"
HT5 6 weeks	Non-Exam Assessment Brief released in March each year. Students to do a print media option. Big Idea: The magic of creativity	Revision – to be determined by class teacher	Revision – to be determined by class teacher
HT6 7 weeks			

Threshold Concepts and Assessments

	Y10	Y11 (2023-2024)	Y11 (2022-2023)
HT1 7 weeks	Advertising and Marketing Threshold concept: Introduction to media through marketing, advertising and consumerism and understanding of audiences being manipulated. Assessments: Knowledge check: <i>questions to check knowledge of set texts, terminology and key theory. /25</i> (percentage on SIMS) Formative: Analysis of Advert <i>Students to annotate an unseen advert in response to question. No mark awarded but WCF.</i> Summative: Exam question - Written Analysis of set text film poster. /15	Crime Drama Threshold concept: The changing TV industry and development of crime drama through time. Detailed understanding of representation of both race and gender. Assessments: Knowledge check: <i>questions to check knowledge of set texts, terminology and key theory. /25</i> (percentage on SIMS) Formative: Media Language Exam Questions Summative: Industry Exam Questions	Crime Drama Threshold concept: The changing TV industry and development of crime drama through time. Detailed understanding of representation of both race and gender. Assessments: Knowledge check: <i>questions to check knowledge of set texts, terminology and key theory. /25</i> (percentage on SIMS) Formative: Media Language Exam Questions Summative: Industry Exam Questions
HT2 6 weeks	Video Games Threshold concept: Monetisation of free video games and understanding of audiences as actively making choices. Assessments: Knowledge check: <i>questions to check knowledge of set texts, terminology and key theory. /25</i> (percentage on SIMS) Formative: Analysis of Website <i>Students to annotate an unseen page from the website in response to question. No mark awarded but WCF.</i> Summative: Exam questions – full section B (industry/ audiences)	Radio Threshold concept: The exploration of radio drama through time and audience loyalty. Assessments: Knowledge check: <i>questions to check knowledge of set texts, terminology and key theory. /25</i> (percentage on SIMS) Formative: Industry Exam Questions Summative: Audiences Exam Questions	Radio Threshold concept: The exploration of radio drama through time and audience loyalty. Assessments: Knowledge check: <i>questions to check knowledge of set texts, terminology and key theory. /25</i> (percentage on SIMS) Formative: Industry Exam Questions Summative: Audiences Exam Questions
HT3 6 weeks	Newspapers Threshold concept: Understanding of the biased nature of the news. Assessments: Knowledge check: <i>questions to check knowledge of set texts, terminology and key theory. /25</i> (percentage on SIMS) Formative: Comparison Table of set texts in preparation of comparison question. <i>No mark awarded but WCF.</i> Summative: Exam question – Representation comparison question of set text and unseen	Film Industry Threshold concept: The construction and development of a franchise and how the film industry is monetised. Assessments: Knowledge check: <i>questions to check knowledge of set texts, terminology and key theory. /25</i> (percentage on SIMS) Formative: Contexts & Industry Exam Questions Summative: Audiences Exam Questions	Film Industry & Marketing Threshold concept: The construction and development of a franchise and how the film industry is monetised. Assessments: Knowledge check: <i>questions to check knowledge of set texts, terminology and key theory. /25</i> (percentage on SIMS) Formative: Contexts & Industry Exam Questions Summative: Audiences Exam Questions
HT4 6 weeks	Magazines Threshold concept: The impact of consumerism through magazines being adverts sold as entertainment/ information. Assessments: Knowledge check: <i>questions to check knowledge of set texts, terminology and key theory. /25</i> (percentage on SIMS) Formative: Annotation of unseen text. <i>No mark awarded but WCF.</i> Summative: Exam question – Contexts (4) and Media Language (15)	Music Threshold concept: The construction of a star. Assessments: Knowledge check: <i>questions to check knowledge of set texts, terminology and key theory. /25</i> (percentage on SIMS) Formative: Contexts & Industry Exam Questions Summative: Audiences Exam Questions	Newspapers Threshold concept: Understanding of the biased nature of the news. Assessments: Knowledge check: <i>questions to check knowledge of set texts, terminology and key theory. /25</i> (percentage on SIMS) Formative: Comparison Table of set texts in preparation of comparison question. <i>No mark awarded but WCF.</i> Summative: Exam question – Representation comparison question of set text and unseen
HT5 6 weeks	Non-Exam Assessment Threshold concept: The construction of magazines. Assessments: NEA is 30% of overall grade. Students assessed on product created and statement of aims.	Revision – to be determined by class teacher	Revision – to be determined by class teacher
HT6 7 weeks			