

## **Curriculum at Key Stage Four**

Exam Board: Eduqas

Course Breakdown: Exam 70%, NEA (non-exam assessment) 30%

Exam: there will be two examined components (papers).

### **Year 9**

#### **Term 1**

Students will analyse a range of print texts including charity advertising, commercial advertising and magazine front covers. They will learn about media language and representations and essential skills on Photoshop. Students will then go on to explore narrative theory in moving image texts, learn about the conventions of crime and spy films and write an extended essay on the narrative structure of a film.

#### **Term 2**

Students will now move their attention to newspapers. They will learn about the values and ideologies of different newspapers, the codes and conventions of newspaper front covers and how language choices and image selection can influence and bias readers. They will then go on to construct their own newspaper front cover on Photoshop and analyse the representation of a politician in the news. They will also learn all about online promotion. They will explore how websites and apps are constructed and how they influence consumers to make certain choices. They will use these skills to design their own website homepage.

#### **Term 3**

Students will analyse the use of media language and representation in a range of music videos. They will then use these skills to storyboard, shoot and edit their own music video for an existing song in groups. At the end of this term, students will complete an introductory module for the Component 1 exam ready to start year 10.

### **Year 10**

#### **Term 1**

Students will learn about a range of print media texts from the 1950s onwards including Quality Street adverts, James Bond film posters and magazine covers. They will learn about the codes and conventions of these texts, the use of media language and representations created within them. They will also gain experience analyzing unseen print texts and comparing these to the set products.

#### **Term 2**

Students will complete an in-depth study into The Sun and The Guardian newspapers, exploring their values and ideologies, the target audience and how they use language and images to represent groups, individuals and issues in certain ways. They will then learn about the app Pokemon Go, how it was developed, the intended audience, promotion and other crucial elements of industry.

#### **Term 3**

Students will do an in-depth study into crime drama with a particular focus on Luther and the Sweeney, Students will study the codes and conventions and how they have changed over time.

They will also learn about the use of camera work, editing, mise en scene and sound techniques and how they create meaning. They will then consolidate their understanding of music videos and website promotion through exploring videos from Taylor Swift and Bruno Mars.

## **Year 11**

### **Term 1**

Students will use the first half term to explore historical music video products by artists including Michael Jackson and Duran Duran and compare how the representations and codes and conventions have changed over time. This will require them looking more closely into the cultural, historical, political and economical contexts of the time. In the second half of the term students will begin to prepare for their NEA (non-exam assessment) by exploring set briefs and conducting research and planning projects.

### **Term 2**

This term will be spent completing the Non-exam assessment. Students will be provided with a brief by the exam board that requires them to create a cross-platform product (e.g. a website and music video embedded, a newspaper article and an online podcast). This is an independent project that requires students to conduct research into the genre, codes and conventions and target audience of their chosen products and use a range of software to create a realistic product. This will make up 30% of their GCSE grade.

### **Term 3**

This term will be spent revising for the Component 1 and 2 exams. Students will be required to understand the theoretical framework, contexts and theories for all set products and be able to compare with unseen materials.

### **Extra-Curricular Provision Including Trips at Key Stage Four**

This year we have launched Fisher's TV, which allows students to film activities, events and fixtures going on around the school and edit them into promotional materials that will be used on the screens around the school and on the school website.

Our GCSE students will also have the opportunity to experience a workshop at a nearby university, media centre and we are in the process of putting together a timetable of visits from local universities who will offer interactive workshops with the students. Throughout their course, students will also have the opportunity to listen to local professionals within the media industry and ask questions about possible career pathways.