

# Curriculum map for keystone 4



Year group	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
10	<p><b>Component 1 Section A</b> Analysis of Quality street advert and This girl can. Exploring the impact of representation of gender on society and looking into historical context. Group presentation work that allows the pupils to look at additional examples. GQ and Pride Magazine analysis. Exploring media language, representation and context.</p> <p><b>Outcomes</b> Detailed notes on a selection adverts identifying key concepts and codes and conventions. Completion of end of unit test.</p>	<p><b>Component 1 – Section A &amp; B</b> Exploring Film Promotional material for Spectre and The man with the golden Gun. Identifying the key codes and conventions that are used in film promotion. Application of theories to their analysis as learnt in Autumn 1. Exam Focus – Advertising and Marketing. Further exploration of media language and representation for section A.</p> <p>Production development – Photoshop.</p> <p><b>Component 1 Section B</b> Application of analysis to magazine covers.</p> <p><b>Outcomes</b> Detailed notes on Film promotional material. Completion of end of unit test.</p>	<p><b>Component 2 Section A</b> Situational Comedy</p> <p>Exploring Sitcom – Friends and The IT Crowd, identifying Audience, genre, industry, narrative, media language and media context.</p> <p>This half term will focus on really getting to know the set texts and exploring additional supporting examples from situational comedy.</p> <p>Outcomes</p> <p>An online portfolio of evidence that demonstrates an understanding of the key study areas in relation to the set texts.</p>	<p><b>Component 2 Section A</b></p> <p>Application of analysis of Audio codes, visual codes, Technical Codes and language through a series of tasks. Clear links will be made to representational issues that arise and link to the audience and industry.</p> <p>Outcomes</p> <p>Detailed analysis of the set texts and how to apply theoretical elements to the analysis. Mock exam questions completed and links to additional supporting material referenced.</p>	<p><b>Component One Section A &amp; B:</b> Newspapers Introduction &amp; overview Developing theoretical understanding of political ideologies. Analysis of set products.</p> <p><b>Component One Section B: Industry &amp; The Sun</b></p> <p>Breaking down the industry and how it is comprised. Categorise newspaper types and ownership impact. Exploring newspaper content and how it impacts on the audience.</p> <p><b>Outcomes</b> Detailed annotations of newspapers. Written mock exam answers. Revision notes produced. Min exam taken.</p>	<p><b>Component 1 Section B</b></p> <p>Examining how to cope with unseen texts.</p> <p>Introduction to Games. Analysing target audiences for games. Developing critical analysis of media ownership. Revision for component 1 – prep for mock exam 1.</p> <p>The Archers Social &amp; cultural Historical analysis. Application of Uses and Gratifications Theory. Only focused on Audiences and Industries.</p> <p><b>Outcomes</b> Have a clear knowledge base about gaming products. Detailed notes and annotations of products. Application to mock exam style questions.</p>

<p>11</p>	<p><b>Component 3</b></p> <p>Introduction to briefs, initial ideas/research How to create a media product. Selection of the set brief from Eduqas. Research and Planning for production before <b>Submitting Statement of Aims</b></p> <p><b>Outcomes</b> To complete practical production paperwork ready to start production. Start filming/creating.</p>	<p><b>Component 3 Production –</b></p> <p>Students will be creating their own individual work - Filming, photographing, constructing layout, copywriting etc.</p> <p>Submission of production Dec 2018</p> <p><b>Outcomes</b> Completion of coursework. Completion of Mock Exam.</p>	<p><b>Component 2 Section B</b></p> <p>Music Videos</p> <p>Analysis of music videos focusing on Industries, Audiences, Representation and Media Language.</p> <p>Students will analysis 2 contemporary music videos and 1 historical video.</p> <p>Links will be made to production, distribution and circulation of their products.</p> <p>Outcomes Mini test.</p>	<p><b>Component 2 Section B</b></p> <p>Music Videos – Online Media – websites and social media – what impact does it have on the audience?</p> <p>Demonstrate an understating of how historical and social context influence productions.</p> <p>Application of theory will also be vital to demonstrate their understanding of the impact music videos have on their audience.</p> <p>Outcomes</p> <p>Portfolio of evidence. Mock exam questions answered</p>	<p><b>Mop Up</b></p> <p>Tutor led time to go through sections of the course that learners may feel they need additional time.</p> <p>This half term in class led.</p> <p>Revision for Exam</p>	<p><b>Revision for Exam</b></p>
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