Long Term Planning – A Level Media Studies
Curriculum Overview

Year Group	Unit 1	Unit 2	Unit 3	Unit 4	Unit 5	Unit 6
Year 12 **A level single class teacher model**	Induction – theoretical framework Induction – practical skills Component 1 Section A: Advertising and Marketing ML, Rep Tide, WaterAid, Kiss of the Vampire Component 1 Section B: Advertising and Marketing Audience Tide, WaterAid Exam focus - advertising Practical task – plan/draft/construct an advert	Component One Section B: Film Industry Straight Outta Compton (up to 2020) / Black Panther (from 2021) Industry I, Daniel Blake Practical task Component One Section A: Newspapers ML, Rep The Daily Mirror The Times Exam focus Component One Section B: Newspapers: Industry and audience The Daily Mirror	Component One Section B: Newspapers: Industry and Audience The Times Component Two Section B: Magazines Introduction and Industry overview; contexts Historical product – ML and Rep Historical product – Industry Historical product – Audience Contemporary non-mainstream product – ML and Rep	Contemporary non-mainstream product – Industry Contemporary non-mainstream product – Audience Comparison of products; exam focus Component One Section A: Music video ML and Rep Dream or Formation; Riptide Practical task – storyboard or film a section of a music video	Revision and mock exam – Component 1/Component 2B Component 3 Introduction to briefs, initial research/ideas/choose genre Research - analysis of similar cross-media products (ML, reps, audience and industry, convergence) Audience – target/positioning Secondary research: industry/theory Draft planning. Pitch/treatment.	Detailed planning – both cross media products. Plan for time/resources. Submit statement of Aims and Intentions Production tasks for main product Filming/copywriting/design Construction/editing Full draft/rough cut of product 1 Teacher review Re-shooting/re-drafting as necessary

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Magna Academy Poole — an Aspirations Academy

Skill(s)						
Practical	Research skills	Film Industry & Newspaper Industry and Audience / Film analyses	Newspaper Industry and Audience / Print media analyses	Music Industry & Film production skills (storyboarding) / Auditory skills & symbolism	Cross-media production & brief analysis & research / Audience target positioning, research and industry research	Cross-media production & research / Audience target positioning, research and industry research
Communication & Interpersonal	Teamwork in advertising and marketing theory tasks					
Resilience	Plan and draft based on theoretical frame	Re-dressing media & analyse change/audiences	Source media, historic analysis Industry/Audiences	Generation of a new message	System Life Cycle of a cross-media product	System Life Cycle of a cross-media product
Critical Thinking	Strategic thinking	Media analysis in contexts (e.g. purpose)	Media analysis in contexts (e.g. time, (non-)mainstream)	Media products; comparative analyses	Purposeful planning and drafting in context to the brief	Purposeful planning and re-drafting/re-planning where appropriate
Initiative	Contextualisation	Transferable skills	Transferable skills	Contextualisation & Application of new skills	Creative skills application	Development of 'statement of intention'
Complex Problem Solving	Audience definition & analysis	Redress of problems and remix of ideas	Multimodal analysis & cumulative effects	Planning of media product suitable for industry	Planning of media product suitable for industry	Planning of media product suitable for industry
Productivity and Accountability	Completion of set product against standards / Quality Assurance	Completion against set standards (individual approach)	Analysis logic/coherence	Near professional planning of a media product (music video)	Near professional planning of a cross-media product	Near professional planning of a cross-media product
PD/T&E	**Stress and Performance**	**Resilience and Growing Up**	**LGBTQ+**	**Equality in the UK**	**(Media) Ethics**	**Types of Employment**

Futures	Marketing & Advertising	Journalism & Print Design	Digital Product Designer	Film Director	Digital Media Producer	Copyrighter
Year 13 **A level single class teacher model**	**Component 3 Production tasks for cross media product** **Editing/design/construction** **Develop a full draft/rough cut of cross media product** **Teacher review** **Re-shooting/re-drafting as necessary** **Final editing/design/polish of entire cross media production** **Submission of cross media production** **Component Two Section A: TV Introduction and Industry overview, contexts**	**English language product – ML and Rep** **English language product – Industry** **English language product – Audience** **Non-English language product – ML and Rep** **Non-English language product – Industry** **Non-English language product – Audience** **Comparison of products; exam focus**	**Component One Section B: Radio: Industry and Audience Late Night Woman's Hour** **Component One Section B: Video Games: Industry and Audience Assassin's Creed III: Liberation (to 2021) / Assassin's Creed franchise (from 2022)** **Component 2 Section C: Online Media** **Introduction and Industry overview; Contexts** **Blog – ML and Rep**	**Blog – Industry** **Blog – Audience** **Online magazine – ML and Rep** **Online magazine – Industry** **Online magazine – Audience** **Exam focus**	Revision/exam practice	--

Skill(s)					--	--
Practical	Cross-media production & editing and construction	Media Language, Representation, Industry and Audience foci Multi-facetted analysis of media	Radio/Gaming Industry and Audience	Online Media Language, Representation, Industry and Audience foci Multi-facetted analysis of media		
Communication & Interpersonal	Audience target positioning, research and industry research		Computer games and radio media analyses			
Resilience	System Life Cycle of a cross-media product	Coherence, depth & lateral connections/contexts	Contextualised analysis Industry & Audiences	Coherence, depth & lateral connections/contexts		
Critical Thinking	Purposeful planning and re-drafting/re-planning where appropriate	Critical comparisons of media products	Development of genre, narrative & address of audience	Critical comparisons of online media products (e.g. blogs)		
Initiative	Development and post-production & troubleshooting	Context & specialisation	Transferable skills	Context & specialisation		
Complex Problem Solving	Planning of media product suitable for industry	Research methodology	Research into industries and audiences	Research methodology		
Productivity and Accountability	Near professional planning of a cross-media product & context and industry overview (TV)	Examination focus & effective Q&A	Analysis logic/coherence	Examination focus & effective Q&A		

| PD/T&E | Improving Body Image | Health and Wellbeing | Stress Management (Exercise and Sleep) | Physical Health | -- | -- |
| Futures | (Film) Producer | Voice Actor & Actor | Games Designer & Marketing | Web Content Creator | -- | -- |