



KS4

Media Studies Key Stage 4 Curriculum Overview

| | Autumn Term | Spring Term | Summer Term |
|----------------|---|---|--|
| Year 10 | <p>Introduction to all four areas of the theoretical framework, through analysis and short-term practical projects, followed by a practical project on Music CD covers, focusing on:</p> <ul style="list-style-type: none"> Media language; Media representations. <p>Study Advertising and marketing CSPs (Close study products) and other print marketing products:</p> <ul style="list-style-type: none"> Television advert for Galaxy; NHS Blood and Transplant online campaign video; OMO Print advert from Woman's Own magazine. <p>Start mock NEA project, using sample Brief Five: Print adverts for watches, to develop students' technical skills and to introduce the overall approach to NEA. Will also help to consolidate learning about advertising and marketing by engaging with it through practical work.</p> | <p>Study CSPs in pairs and threes, with other relevant media products, ensuring that those related to the NEA to be undertaken at the start of year 11 are covered.</p> <p>For each group of products, cover analysis, knowledge and practical skills, plus using other related products. Student should be gaining practice in unseen analysis, using print, printed website, video and audio clips. Students should be having regular quick quizzes to test recall of terminology and subject content.</p> <p>CSPs are detailed below:</p> <ul style="list-style-type: none"> CSPs Film industry – I, Daniel Blake and Black Widow (targeted, focusing on Media industries); CSPs Music videos - Arctic Monkeys – I bet you look good on the dancefloor and Blackpink – How you like that (targeted, focusing on Media audiences and Media industries); CSPs Radio – Kiss Breakfast (targeted, focusing on Media industries and Media audiences) | <p>Study CSPs in pairs and threes, with other relevant media products, ensuring that those related to the NEA to be undertaken at the start of year 11 are covered.</p> <p>For each group of products, cover analysis, knowledge and practical skills, plus using other related products. Student should be gaining practice in unseen analysis, including analysing video and audio clips.</p> <p>CSPs are detailed below:</p> <ul style="list-style-type: none"> CSPs Online, social and participatory media – Marcus Rashford, Kim Kardashian, Lara Croft - Go (in-depth, all four areas of the theoretical framework); CSPs Magazines – Tatler, Heat (targeted, focusing on media language and representations). |
| Year 11 | <p>NEA project, eg Brief Three: Magazine Design from the sample briefs – briefs change annually but will be related to the CSPs.</p> <p>The physical creation of the products should take approximately 30 hours.</p> <p>Planning does not have to be submitted, beyond the Refreshing the relevant CSPs, planning, the NEA itself, and allowing time for 'catch-up' for students missing lessons (due to mocks etc) will take most of this term.</p> | <p>Students need to study the remaining CSPs, and continue to develop their analytical skills, including of unseen video clips. They should also study other related products.</p> <ul style="list-style-type: none"> CSPs Newspapers – The Daily Mirror, The Times (in-depth, all four areas of the theoretical framework) CSPs Television – His Dark Materials and Dr Who (in-depth, all four areas of the theoretical framework) | <p>Revision of the four areas of the theoretical framework, plus each of the CSPs.</p> |

