

Year 7 Media Studies Curriculum Plan							
Unit	Core		Hinterland		NC Coverage	Assessment	Whole Education Opportunities
	Knowledge	Skills	Knowledge	Skills			
Cinema	<ul style="list-style-type: none"> <li>Codes and conventions of characters</li> <li>How camera shots and angles create meaning</li> <li>Media language: how technical choices create meaning</li> <li>Narrative structures</li> <li>Narrative and character theory</li> <li>DVD and Movie poster layout and design codes and conventions</li> </ul>	<ul style="list-style-type: none"> <li>How to analyse a media text</li> <li>How to write an effective evaluation of a media text</li> <li>Layout and design skills</li> <li>Basic photography</li> <li>Photoshop techniques</li> <li>Designing and creating DVD covers and movie posters</li> <li>Effectively planning and constructing story boards for audio-visual texts</li> </ul>	<ul style="list-style-type: none"> <li>Analysis</li> <li>Writing PPE responses</li> <li>Understanding how ideas are communicated</li> <li>Reflective consideration of information</li> </ul>	<ul style="list-style-type: none"> <li>IT skills developed</li> <li>Confident used of technology</li> <li>Group work</li> <li>Applying theories to texts</li> <li>Creative design</li> <li>Discuss ideas, express opinions and respond to the thoughts of others</li> </ul>	<ul style="list-style-type: none"> <li>6.2: Students use spoken language throughout the exploration and development of their work</li> <li>6.3 The writing they do should include narratives, explanations, descriptions, comparisons, summaries and evaluation</li> <li>6.4: Students vocabulary is developed through the use of new terminology that they are introduced to</li> </ul> <p>MEDIA STUDIES - OA</p> <ul style="list-style-type: none"> <li>3: demonstrate skills of enquiry, critical thinking, decision-making and analysis • acquire knowledge and understanding of a range of important media issues • develop appreciation and critical understanding of the media and their role both historically and currently in society, culture and politics • understand and apply specialist subject-specific terminology to analyse and compare media products and the contexts in which they are produced and consumed in order to make informed arguments, reach substantiated judgements and draw conclusions about media issues • appreciate how theoretical understanding supports practice and practice supports theoretical understanding • develop practical skills by providing opportunities for creative media production</li> </ul>	<ul style="list-style-type: none"> <li>Creative writing: origin story of original character following narrative structure conventions.</li> <li>Written analysis of movie scene.</li> <li>DVD cover production.</li> </ul>	<ul style="list-style-type: none"> <li>Students will develop key creative and technical skills that can be transferred to other subjects.</li> <li>Analysis, writing and debating skills are also developed.</li> <li>Confidence will be built through the development of skills and the use of a range of technical equipment.</li> <li>SMSC - Student will learn key aspects of empathy and understanding of difference through the work on representation and audience, where they will have to consider the world from the perspective of people who are different to them.</li> <li>Careers – students will learn about some of the different roles with the media industries and the skills they require.</li> </ul>
Magazines	<ul style="list-style-type: none"> <li>Codes and conventions of magazine layout and design</li> <li>How camera shots and angles create meaning</li> <li>Media language: how technical choices create meaning</li> <li>How texts target different audiences through technical choices</li> <li>Gender representation through media language</li> </ul>	<ul style="list-style-type: none"> <li>How to analyse a media text</li> <li>Expressing the impact on representation through media language</li> <li>Layout and design skills</li> <li>Basic photography</li> <li>Photoshop technique</li> <li>Use of costume, setting and lighting</li> <li>Magazine article writing</li> </ul>	<ul style="list-style-type: none"> <li>Analysis</li> <li>Writing PPE responses</li> <li>Understanding how ideas are communicated</li> <li>Develop an understanding of differences within social groups</li> <li>Begin to develop industry/business ideas</li> </ul>	<ul style="list-style-type: none"> <li>IT skills developed</li> <li>Confident used of technology</li> <li>Group work</li> <li>Applying theories to texts</li> <li>Creative design</li> <li>Discuss ideas, express opinions and respond to the thoughts of others</li> <li></li> </ul>	<ul style="list-style-type: none"> <li>6.2: Students use spoken language throughout the exploration and development of their work</li> <li>6.3 The writing they do should include narratives, explanations, descriptions, comparisons, summaries and evaluation</li> <li>6.4: Students vocabulary is developed through the</li> </ul>	<p>Baseline assessment: Understanding of core elements of the subject will be completed in the first fortnight.</p> <p>Assessment 1: Superhero Movies Assessment will be made of the analysis of two DVD covers and a movie trailer, as well as the production of their own DVD cover.</p> <p>Assessment 2: Magazines</p>	<ul style="list-style-type: none"> <li></li> </ul>

	<ul style="list-style-type: none"><li>Brands and how they affect audiences</li></ul>				<p>use of new terminology that they are introduced to</p> <p>MEDIA STUDIES - OA</p> <ul style="list-style-type: none"><li>3: demonstrate skills of enquiry, critical thinking, decision-making and analysis • acquire knowledge and understanding of a range of important media issues • develop appreciation and critical understanding of the media and their role both historically and currently in society, culture and politics • understand and apply specialist subject-specific terminology to analyse and compare media products and the contexts in which they are produced and consumed in order to make informed arguments, reach substantiated judgements and draw conclusions about media issues • appreciate how theoretical understanding supports practice and practice supports theoretical understanding • develop practical skills by providing opportunities for creative media production</li></ul>	<p>Students will analyse the construction of two magazine covers with specific focus on how they target audience and gender representation. They will also be assessed on the construction of their own magazine cover</p>	
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