

YEAR 9		Description	Levels covered	Skills & content covered	Skills & content revisited
<b>MEDIA</b>					
<b>AUTUMN 1</b>	introduction to media	applying media terminology; considering the effect of media language. applying analytical techniques such as denotation and connotation. identifying how genre is established discussing how narrative is suggested making judgements about who the target audience might be identifying a possible secondary audience or considering how the product might be consumed.		<ul style="list-style-type: none"> <li>) Introduction to Media</li> <li>) Different forms of Media</li> <li>) Analysing Media texts</li> <li>) Defining Audiences</li> <li>) Representation</li> <li>) Showing representations</li> <li>) Brand representations</li> <li>) Music genre</li> <li>) Music promotion</li> <li>) Artist research</li> <li>1) Film genre</li> <li>2) Analysing film opening sequence</li> <li>3) Sequencing shots</li> <li>4) Framing shots, angles, proxemics</li> <li>5) Presenting own sequences</li> <li>6) Analysing film messages</li> <li>7) Complete analysing film messages</li> </ul>	
<b>AUTUMN 2</b>	Advertising	what are the typical codes and conventions of the respective media product? what devices and techniques have been used to produce them? how has the product been adapted to suit a particular platform? how would the product appeal to its audience? what audience might that be? what images of people, groups or places are represented?		<ul style="list-style-type: none"> <li>) Image of Advertising</li> <li>) Mode of Address</li> <li>) Maslow's hierarchy</li> <li>) Branding</li> <li>) Creating a Brand Product</li> <li>) Assignment 1: Advertising</li> <li>) Advertising institutions</li> <li>) Regulations</li> <li>) AO1) Analysis Choose Ads</li> <li>0) Audience theory</li> <li>1) Apply Audience theory</li> <li>2) Assignment 1: Assessment AO1</li> <li>3) Peer Assessment</li> <li>Assignment 1: Assessment completion</li> </ul>	Advertising, connotation and audience theories
<b>SPRING 1</b>	Photography & Photoshop	what are the typical codes and conventions of the respective media product? what devices and techniques have been used to produce them? how has the product been adapted to suit a particular platform? how would the product appeal to its audience? what audience might that be? what images of people, groups or places are represented?		<ul style="list-style-type: none"> <li>) Introduction to Photography</li> <li>) Photography lighting</li> <li>) Photography Famous Photos / Ads</li> <li>) Photography project: recreate an Ad/ photo</li> <li>) Photography project: recreate an Ad/ photo</li> <li>) Present Project</li> <li>) Introduction to photoshop: text</li> <li>) Create Magazine mastheads to win brief</li> <li>) Present mastheads</li> <li>0) Introduction to Photoshop: image</li> <li>1) Editing image 2</li> <li>2) Editing image using filters</li> <li>3) Colour correction</li> <li>4) Photoshop</li> <li>5) Superhero Me Brief</li> </ul>	Production skills, framing, focus, lighting, photoshop
<b>SPRING 2</b>	Production skills	what are the typical codes and conventions of the respective media product? what devices and techniques have been used to produce them? how has the product been adapted to suit a particular platform? how would the product appeal to its audience? what audience might that be? what images of people, groups or places are represented?		<ul style="list-style-type: none"> <li>) Assignment 1: AO2) production</li> <li>) Mode of address</li> <li>) Photoshoot.</li> <li>) Production</li> <li>) production</li> <li>Assignment 1: AO2) production</li> </ul>	Production skills, framing, focus, lighting, photoshop
<b>SUMMER 1</b>	Filming	what are the typical codes and conventions of the respective media product? what devices and techniques have been used to produce them? how has the product been adapted to suit a particular platform? how would the product appeal to its audience? what audience might that be? what images of people, groups or places are represented?		<ul style="list-style-type: none"> <li>film unit: creating a film sequence.</li> <li>pre prod planning</li> <li>filming</li> <li>editing</li> <li>exhibiting</li> </ul>	Production skills, framing, focus, lighting, premier pro editing
<b>SUMMER 2</b>	Mock exam	applying media terminology; considering the effect of media language. applying analytical techniques such as denotation and connotation. identifying how genre is established discussing how narrative is suggested making judgements about who the target audience might be identifying a possible secondary		<ul style="list-style-type: none"> <li>students select exam topic: start work on institutions.</li> <li>students work on conventions and audiences for topic.</li> <li>students plan, pitch and storyboard concept for exam.</li> <li>Written paper. 1 hour 30 minutes in the Sports Hall.</li> <li>filming and editing practical exam in Media class – one day.</li> <li>students peer assess exams and feedback on areas of strength.</li> </ul>	