

YEAR 10		Description	Levels covered	Skills & content covered	Skills & content revisited
MEDIA					
AUTUMN 1	introduction to media	Audience theory. & Assignment 1: Audience and Magazines		denotation, connotation. Audience demographics, uses and gratifications theory	na
AUTUMN 2	Assignment 1 production	Production skills: photography, photoshop, design and layout.		photoshop skills: text, image, layout and layers, layer effects, lighting, framing	Advertising, connotation and audience theories
SPRING 1	Assignment 2 Analysis	Representation, industry and marketing.		TV promotion, codes and conventions of genre. Representation theory and issues.	uses and gratifications, denotation, connotation and representation.
SPRING 2	Assignment 2 Production	Storyboarding, designing promotional website/DVD cover.		forms of promotion, marketing campaigns.	Production skills, framing, focus, lighting, photoshop
SUMMER 1	coursework completion	Complete coursework productions and analysis		storyboarding and trailer conventions. DVD cover design.	
SUMMER 2	Year 10 mock and Filming exams	Study mock exam topic on Film.		framing, camera movement, choreography, sound, scripting, filming, editing	marketing and connotation analysis