

Curriculum Assessment Map

Year: Year 10

Subject: <GCSE MEDIA>

½ TERM	TAUGHT CURRICULUM	TAUGHT SKILLS	SUMMATIVE ASSESSMENT TITLE/TYPE	ASSESSMENT CRITERIA	LEARNED CURRICULUM
TOPIC					
1	<p>Audience profiling Magazines GQ</p>	<p>Conventions Media Language Representation/ Audiences</p>	<p>Formative Assignment Create an Audience Profile</p>	<p>Have shown a clear understanding of magazine products conventions as well as magazine methods to appeal to an intended audience.</p> <p>Applied excellent knowledge and understanding of concepts of media language to communicate meaning to the intended audience.</p> <p>Have accurately demonstrated knowledge and understanding of the construction of representations of people, places, events or issues in an excellent and consistent way.</p> <p>Have shown accurate knowledge and understanding of theory in relation to the set text.</p>	<p>Stuart Hall's Representation Theory Explained! Media Studies revision</p> <p>Are women still objectified? Laura Mulvey Male Gaze theory explained!</p> <p>Postcolonialism explained for beginners! Paul Gilroy Media Representation Theory Revision</p> <p>Complete guide to camera shots and what they mean The MCU Guide Film and Media Studies</p> <p>Why do we watch TV? Uses and Gratification theory explained</p> <p>Van Zoonen's Feminist Theory of Patriarchy and the Male Gaze Explained! Media Studies Revision</p>

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<p>2</p>	<p>Introduction to film <i>Man With the Golden Gun</i></p>	<p>Identifying general film poster conventions.</p> <p>Set text, analysing Media language, contextual codes Economic/Political context - C.H.E.P.S</p> <p>Analysing representation of gender & ethnicity in set text.</p>	<p>Summative Assessment</p>	<p>Have shown a clear understanding of film poster conventions for an intended audience.</p> <p>Applied excellent knowledge and understanding of concepts of media language to communicate meaning.</p> <p>Have also accurately understood the context of the product.</p> <p>Have accurately demonstrated knowledge and understanding of the construction of representations of people, places, events or issues in an excellent and consistent way.</p> <p>Have shown accurate knowledge and understanding of theory in relation to the set text.</p>	<p>Van Zoonen's Feminist Theory of Patriarchy and the Male Gaze Explained! Media Studies Revision</p> <p>Stuart Hall's Representation Theory Explained! Media Studies revision</p> <p>GCSE - The Man With The Golden Gun - Media Language & Representation</p> <p>No Time To Die reviewed by Mark Kermode</p>
<p>3</p>	<p><i>No Time to Die 2024</i></p>	<p>Conventions Media Language Representation/ Audiences Industry + Regulation. (BBFC)</p>	<p>Summative Assessment</p>	<p>Have accurately demonstrated knowledge and understanding of the construction of representations of people, places, events or issues in an excellent and consistent way.</p>	<p>https://resource.download.wjec.co.uk/vtc/2021-22/wjec21-22_10-4/no-time-to-die-2021_poster-and-film-industry.pdf</p> <p>NO TIME TO DIE Trailer – In Cinemas October 2021.</p>

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				<p>Applied excellent knowledge and understanding of concepts around audience demographics, needs and appeal. Have shown a clear understanding of the industries process of production, marketing and distribution and regulation.</p> <p>Have shown accurate knowledge and understanding of theory in relation to the set text.</p>	<p>Stuart Hall's Representation Theory Explained! Media Studies revision</p> <p>"No Time to Die" (2021) Review</p> <p>Why do we watch TV? Uses and Gratification theory explained</p> <p>GCSE Media - Spectre & Film Industry - Simple Guide for Students & Teachers</p>
4	The Archers	Concept & Industries Audiences	Formative assessment Create a social media solidarity post.	Have clearly understood the concept of an unfamiliar and traditional media platform to students.	<p>BBC Radio 4 - The Archers</p> <p>The Archers - Helen stabs Rob</p>

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				<p>Applied excellent knowledge and understanding of concepts around audience demographics, needs, behaviours and appeal.</p> <p>Have shown a clear understanding of the industries process of production, marketing and distribution and regulation.</p> <p>Have shown accurate knowledge and understanding of theory in relation to the set text. Have created an example of an active audience in a way that is consistent with the set text.</p>	<p>GCSE Media - The Archers - Industries</p> <p>GCSE Media - The Archers - Audience</p> <p>Why do we watch TV? Uses and Gratification theory explained</p>
5	Component 3	Market research. Mock-up designs Create a Magazine	Summative assessment	<p>Have insightfully researched, made links to target audience and creatively designed a mock-up design of a magazine that is consistent with the assignment brief.</p> <p>Create a media products that demonstrates an excellent use of media language in the product to communicate in a complex way, such as through</p>	<p>Complete guide to camera shots and what they mean The MCU Guide Film and Media Studies</p> <p>Mrs. M-W GCSE Media Studies Magazine cover design walkthrough</p> <p>How to make a magazine front cover in Photoshop</p> <p>Are women still objectified? Laura Mulvey Male Gaze theory</p>

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				<p>intertextuality and a purposeful control of connotations, and to construct points of view. Create a magazine which has an excellent realisation of the brief that uses conventions relevant to the chosen form or genre consistently.</p> <p>Have created an excellent, detailed statement of consistently relevant aims which clearly responds to the brief and targets the intended audience.</p> <p>Have shown accurate knowledge and understanding of theory in relation to the set text.</p>	<p>explained!</p> <p>Why do we watch TV? Uses and Gratification theory explained</p>
<p>6</p>	<p>Print advertisement</p> <p>This Girl Can (2017) Quality Street (1956)</p>	<p>Conventions Context C.H.E.P.S Media Language Representation Audiences</p>	<p>Summative assessment</p>	<p>Have shown a clear understanding of print advertisement conventions. Applied excellent knowledge and understanding of concepts of media language to communicate meaning to the intended audience. Have accurately demonstrated knowledge and</p>	<p>This Girl Can – what about you?</p> <p>This Girl Can is back Nike: What are girls made of?</p> <p>GCSE Media - This Girl Can - Media Language - A Guide for Students & Teachers</p> <p>GCSE Media - This Girl</p>

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				<p>understanding of the historical and social context of the print advert. Have accurately demonstrated knowledge and understanding of the construction of representations of people, places, events or issues in an excellent and consistent way. Have shown accurate knowledge and understanding of theory in relation to the set text.</p>	<p><u>Can - Representation - A guide for students & teachers</u></p> <p><u>What is Representation? - GCSE Media Studies Revision - BBC Bitesize</u></p> <p><u>This Girl Can - Questions</u></p> <p><u>GCSE Media - Quality Street Advert -- Media Language - A Guide for Students & Teachers</u></p> <p><u>GCSE Media - Quality Street Advert -- Representation - A Guide for Students & Teachers</u></p> <p><u>How to read mise en scène Visual film analysis explained!</u></p>
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1	Newspapers: Sun Sun online The Guardian	Conventions Context Political Industry Media Language Representation/ Audiences	Selection of exam practice questions - Summative assessment.	<p>Have shown a clear understanding of newspaper conventions as well as persuasive methods to appeal to an intended audience.</p> <p>Applied excellent knowledge and understanding of concepts of media language to communicate meaning to the intended audience.</p> <p>Have accurately demonstrated knowledge and understanding of the construction of representations of people, places, events, politics or issues in an excellent and consistent way.</p> <p>Have shown accurate knowledge and understanding of theory in relation to the set texts (The Sun and The Guardian).</p>	<p>Stuart Hall's Representation Theory Explained! Media Studies revision</p> <p>GCSE Media Studies: News Resources</p>

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				<p>Have shown a clear understanding of the industries process of production, marketing and distribution and regulation.</p> <p>Applied excellent knowledge and understanding of concepts of media language to communicate meaning to the intended audience.</p>	
2	<p>Component 1 - Fortnite - video game consumption and industry.</p>	<p>Explore suitability to the crime drama genre and audiences.</p> <p>Identifying general game conventions.</p> <p>Explore industry processes (marketing, social media, platform, distribution)</p>	<p>Selection of exam practice questions - Summative assessment.</p>	<p>Have shown a clear understanding of the industries process of production, marketing and distribution and regulation.</p>	<p>Fortnite.pdf - GCSE Media Studies</p>
3	<p>Crime Drama: Luther and The Sweeney</p>	<p>Identifying general crime drama tv conventions.</p> <p>Set text, analysing Media language, contextual codes Economic/Political context - C.H.E.P.S</p> <p>Analysing representation of gender & ethnicity in set text.</p>	<p>Summative Assessment - practice exam questions.</p>	<p>Have shown a clear understanding of crime drama conventions for an intended audience.</p> <p>Applied excellent knowledge and understanding of concepts of media language to communicate meaning.</p> <p>Have also accurately</p>	<p>Complete guide to camera shots and what they mean The MCU Guide Film and Media Studies</p> <p>Why do we watch TV? Uses and Gratification theory explained</p> <p>Media Studies - Uses & Gratifications Theory - Simple Guide</p>

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		Explore suitability to the crime drama genre and audiences.		<p>understood the context of the product.</p> <p>Have accurately demonstrated knowledge and understanding of the construction of representations of people, places, events or issues in an excellent and consistent way.</p> <p>Have shown accurate knowledge and understanding of theory in relation to the set text.</p>	<p><i>Stuart Hall's Representation Theory Explained! Media Studies revision</i></p> <p><i>GCSE Factsheets: Set Products for Component 2 Section A</i></p>
4	Music Videos	Conventions Media Language Representation/ Audiences	Summative Assessment - Exam practice questions.	<p>Have accurately demonstrated knowledge and understanding of the construction of representations of people, places, events or issues in an excellent and consistent way.</p> <p>Applied excellent knowledge and understanding of concepts around audience demographics, needs and appeal.</p> <p>Have shown accurate knowledge and understanding of theory in relation to the set text.</p>	<p><i>Component 2 Section B: Music Resource</i></p>

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				Have shown a clear understanding of music video conventions for an intended audience.	
5	<i>Revision for exam - component 1</i>				GCSE Factsheets: Set Products for Component 1 Postcolonialism explained for beginners! Paul Gilroy Media Representation Theory Revision GCSE Media Studies Glossary GCSE Media - Component 1 Exam Paper - What to Expect
6	<i>Revision for for exam - component 2</i>				GCSE Media - Component 2 - What To Expect  Free Eduqas Media Studies GCSE Revision Seneca