



Year 11 Media Curriculum Plan (AQA) 4180

- Knowledge and Understanding (AO1)
 - Analysis and Response (AO2)
- Research, Planning and Presentation (AO3)
 - Production and Evaluation (AO4)

Key concept/ Key question	Overview of the unit	Assessment	Outcomes	Suggested reading material and websites:
GCSE Media Studies uses four major concepts which form the basis of the subject content. •Media Language: forms and conventions • Institutions • Audience • Representation. What is the Media?	Unit 1: Investigating the Media Written Paper – 1 hour 30 mins – 60 marks – 40% External Assessment Based on pre-released topic with guidance and Available June The external assessment will take a case study approach and build upon media knowledge and skills developed and demonstrated	Written Paper – 1 hour 30 mins – 60 marks – 40% <u>External Assessment</u> Based on pre-released topic with guidance and Available June	Candidates will be expected to: AO1 Recall, select and communicate their knowledge and understanding of media products and the contexts in which they are produced and consumed. (10%) AO3 Demonstrate research, planning and presentation skills. (5%) AO4 Construct and evaluate their own products using creative and technical skills. (5%)	AQA website BBC Bitesize AQA GCSE Media Studies Student Book (2009) Mandy Esseen et al



	<p>in Unit 2. Each year the case study will be based on a specific media topic and this will be published annually and posted on the AQA website. The external assessment will take the form of a contextualised simulation and candidates will be expected to respond in role</p>			
	<ul style="list-style-type: none"> • Pre-production/planning skills: storyboarding, poster design, print advertising design, scripting for television, film and radio, treatments for television programmes and films, flat plans for magazines and newspapers, news selection, mock-ups for comic panels, scheduling, sketching etc. <p>Production Skills: photography to create still image work, video/digital cameras to create moving image work, recording</p>	<p>Controlled Assessment taken from banks of set assignments</p> <p>90 marks – 60%</p> <p>Three Assignments: Introductory assignment; Cross-media assignment; Practical Production and Evaluation.</p> <p>Available June</p>	<p>Aims and learning outcomes GCSE specifications in media studies must enable candidates to:</p> <ul style="list-style-type: none"> • develop enquiry, critical thinking and decision making skills through consideration of issues that are important, real and relevant to them and to the world in which they live • develop their appreciation and critical understanding of the media and its role in their daily lives • develop their practical skills through opportunities for personal engagement and creativity 	



	<p>equipment for sound media, editing techniques to produce finished products, desk-top publishing packages to create finished newspapers, magazines, comic extracts or advertising examples etc. • Evaluation: candidates are expected to be able to effectively evaluate their production work in light of media practices.</p>		<ul style="list-style-type: none">• understand how to use the key media concepts to analyse media products and their various contexts.	
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