



	Year 9	Year 10	Year 11
Autumn 1	Exploration of magazines, newspapers, CD and DVD covers	Introductory assignment	Introduction to exam topic – TV game shows
	<ul style="list-style-type: none"> Introduce key media concepts and terminology. Analysis of a range of media texts from the range above. 	<ul style="list-style-type: none"> Analysis of agreed media text. Consideration of key terminology and target demographics. Completion of 	<ul style="list-style-type: none"> History of game shows. Game show conventions in the modern media. Differences between forms.
Autumn 2	Formats of magazines and covers	Cross-media assignment (Part 1)	TV Game Shows 2
	<ul style="list-style-type: none"> Construct own products using creative and technical skills Evaluate of produced texts. 	<ul style="list-style-type: none"> Comparison and analysis of different media forms. Comparison and contrast of the codes and conventions of the relative media forms. 	<ul style="list-style-type: none"> Explore provision on public broadcasters. Innovative formats. Online sources and social media.
Spring 1	The Promotion of film	Cross-media assignment (Part 2)	TV Game Shows 3
	<ul style="list-style-type: none"> Looking at a range of film posters, adverts and trailers. Consideration of the effect of techniques and their effect on a target audience. Further introduction of key terms. 	<ul style="list-style-type: none"> Comparison and analysis of different media forms. Comparison and contrast of the codes and conventions of the relative media forms. Completion of assessment. 	<ul style="list-style-type: none"> Influence of reality TV. The coverage of changing conventions. Study of local output – draw contrasts with national coverage.

Spring 2	Advertising and marketing	Assignment 3 (phase 1)	TV Game Shows (continued)
	<ul style="list-style-type: none"> • Audio-visual forms – television or radio advertisements • Comparison of print and web-based adverts. • Study of viral advertising 	<ul style="list-style-type: none"> • Research-based task of student’s choice, relating to practical piece to come. 	
Summer 1	Promotion of gaming	Assignment 3 (construction phase)	Preliminary Material released
	<ul style="list-style-type: none"> • Impact of promotional materials • Presentation across different media platforms. 	<ul style="list-style-type: none"> • Practical production of their own media text. • Consideration of own research, structure, form and conventions. 	<ul style="list-style-type: none"> • Students conduct independent research in response to material. • Consideration of exam rubric and preparation for exam responses.
Summer 2	Promotion of gaming/music	Assignment 3 (construction phase)	
	<ul style="list-style-type: none"> • Students present ideas for promoting a band, artiste or game across two different media platforms 	<ul style="list-style-type: none"> • Practical production of their own media text. • Consideration of own research, structure, form and conventions. • Final evaluation of produced text according to knowledge of key concepts and criteria. 	