

Year	Term	Topic Overview	Focus	Assessment
Year 12	Autumn 1	<ul style="list-style-type: none"> <li>Unit 1 – Media Products &amp; Audiences</li> </ul>	<p>The aim of this unit is to develop student’s understanding of how different media institutions operate in order to create products that will appeal to specific target audiences.</p> <p>LO1 – Understanding the ownership models of media institutions            LO2 – Understand how media products are advertised &amp; distributed            LO3 – Understand how meaning is create in media products</p>	Multiple choice assessment
	Autumn 2	<ul style="list-style-type: none"> <li>Unit 1 – Media Products &amp; Audiences</li> </ul>	<p>LO4 – Understand the target audiences of media products            LO5 – Be able to evaluate research data used by media institutions            LO6 – Be able to evaluate legal, ethical &amp; regulatory issues associated with media products.</p>	Exam style practice questions Unit 1 Mock exam
	Spring 1	<ul style="list-style-type: none"> <li>Unit 2 – Pre-Production &amp; Planning</li> <li>Unit 3 – Create a Media Product</li> </ul>	<p>Pre-production and planning are key aspects of any media production. By completing this unit, students will understand the pre-production processes that the creative media industries follow when creating a product.</p> <p>Unit 2 &amp; 3 work alongside each other and some LO’s can be taught concurrently in order to make the topics more relevant for the students.</p> <p><b>Unit 2:</b>            LO1 – Understand the factors that need to be considered during the planning of a media product            LO2 – Be able to interpret client brief requirements and target audience considerations</p> <p><b>Unit 3:</b>            LO1 – Understand the factors that need to be considered during the planning of a media product            LO2 – Be able to interpret client requirements and target audience considerations</p>	Unit 1 External Exam (Early Jan)
	Spring 2	<ul style="list-style-type: none"> <li>Unit 2 – Pre-Production &amp; Planning</li> <li>Unit 3 – Create a Media Product</li> </ul>	<p><b>Unit 2:</b>            LO3 – Be able to plan the pre-production of a media product            LO4 – Be able to create an evaluate pre-production documents for a new media product</p>	Continued marking and feedback of Unit 3

Key Stage 4			<b>Unit 3:</b> LO3 – Be able to create production materials for an original media product. LO4 – Be able to carry out post production techniques and processes for an original media product	
	Summer 1	<ul style="list-style-type: none"> <li>Unit 3 – Create a Media Product</li> </ul>	Finish Unit 3  Revision and Exam preparation for Unit 2 exam	<ul style="list-style-type: none"> <li>Unit 3 NEA</li> <li>Unit 2 Mock exam</li> </ul>
	Summer 2	<ul style="list-style-type: none"> <li>Mini project – Skills improvement</li> </ul>	Students will work in groups to act as real-life production companies to respond to a brief set by staff. They will need to research, plan, produce and edit their products and liaise with staff with regards to using the school's social media platforms to promote them.	Unit 2 External Exam (Early June)
Year 13	Autumn 1	<ul style="list-style-type: none"> <li>Unit 6 – Social Media &amp; Globalisation</li> </ul>	Students learn about the way in which technological developments have altered they way in which we see the world. Students will explore the differences in how individuals and businesses use social media and the internet and how audiences respond to them.  LO1 - Understand how online and social media products are used LO2 - Understand the impact of social media and globalisation on media audiences and producers	Multiple choice assessment and small exam style practice questions
	Autumn 2	<ul style="list-style-type: none"> <li>Unit 6 – Social Media &amp; Globalisation</li> </ul>	LO3 - Understand how global industries use social media LO4 - Know how to plan and manage a social media campaign	Unit 6 Mock Exam
	Spring 1	<ul style="list-style-type: none"> <li>Unit 20 – Advertising Media</li> </ul>	In completing this unit, students will understand advertising campaigns and how audio-visual, print based or audio advertising media are used within them. They will plan an advertising campaign for a product or service, selecting the appropriate media components to produce it. They will need to consider the audience, as well as legal and ethical constraints.  LO1 – Know how existing advertising campaigns embed advertisements across a range of media products LO2 – Be able to plan a cross media advertising campaign to a client brief	Unit 6 External Exam (Early January)
	Spring 2	<ul style="list-style-type: none"> <li>Unit 20 – Advertising Media</li> </ul>	LO3 – Be able to produce the planned media components	Continued marking of Unit 20 NEA

	<b>Summer 1</b>	<ul style="list-style-type: none"> <li>Unit 20 – Advertising Media</li> </ul>	Students to complete their Unit 20 NEA (deadline approx. end of April) If any re-sits of Unit 1, 3 or 6 are required they may be sat in the June series.	<ul style="list-style-type: none"> <li>Unit 20 NEA</li> <li>Re-sits (If applicable)</li> </ul>
	<b>Summer 2</b>	N/A	N/A	N/A