KENTON SCHOOL LEARNING JOURNEY - MEDIA

	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Year 10 **(Eduqas GCSE)**	**Concept Focus:** Audience, Media Language, Representation and Contexts. **Text Focus:** various unseen texts, Print Advertising set texts (Quality Street, This Girl Can)	**Concept Focus:** Media Language, Representation, Audience, Industry and Contexts. **Text Focus:** Newspapers (The Sun and The Guardian and their websites)	**Concept Focus:** Media Language, Representation, Audience, Industry and Contexts. **Text Focus:** Music Videos and Artist Websites (Lizzo and Bruno Mars)	**Concept Focus:** Media Language, Representation, Audience, Industry and Contexts. **Text Focus:** TV Crime Drama (Luther and The Sweeney)	**Component 3 NEA** Research and Pre-Production Planning (not assessed) Statement of Aims (assessed - 10 marks**)**	**Component 3 NEA –** Production and Post-Production (assessed – 20 + 30 marks)
Year 11 **(Eduqas GCSE)**	**Concept Focus:** Industry, Audience & Contexts **Text Focus:** Video Games (Fortnite), Film (Bond films), Radio (The Archers)	**Concept Focus:** Media Language, Representation, Contexts **Text Focus:** Magazines (GQ & Pride)	**Concept Focus:** Media Language, Representation, Audience, Industry and Contexts **Text Focus:** TV Crime Drama / Newspapers / Advertising **(Revision)**	**Concept Focus:** Media Language, Representation, Audience, Industry and Contexts **Text Focus:** Music Videos and Artist Websites, All other Component 1 products	**Component 1 and Component 2 Revision** as assessment outcomes and Knowledge Checkers dictate	**Final Revision and Examinations** **Transition Day(s)**
Year 12 **(AQA A-level)**	**Concept Focus:** Media Language (Semiotics, Narratology and Genre) **Text Focus:** 'The Social Network' and unseen text analysis (Component 1 focus)	**Concept Focus:** Media Language, **Representation (heaviest focus),** Audience, Industry and Contexts **Text Focus:** Zendaya's social media and The Voice, Tomb Raider/The Sims/Horizon (Component 2)	**Concept Focus:** Media Language, Representation **Audience (heaviest focus),** Industry and Contexts. **Text Focus:** Capital and Deutschland 83 (Component 2) Blinded by the Lights Component 1)	**Concept Focus:** Media Language & Representation **Text Focus:** Sephora and Score Hair Cream, Old Town Road and Ghost Town (Component 1)	**Component 3 NEA** Research and Pre-Production Planning (not assessed) Statement of Intent (assessed - 10 marks)	**Component 3 NEA** Production and Post Production (assessed – ML (15 marks) / Rep (15 marks) / Ind & Aud (20 marks)
Year 13 **(AQA A-level)**	**Concept Focus:** Industry, Audience and Contexts **Text Focus:** The Daily Mail/Mail Online, The Guardian, War of The Worlds, Newsbeat (Component 1)	**Concept Focus:** Media Language, Representation, Audience, Industry and Contexts **Text Focus:** GQ and The Gentlewoman (Component 2)	**Concept Focus:** Media Language, Representation, Audience, Industry and Contexts **Text Focus:** All Component 1	**Concept Focus:** Media Language, Representation, Audience, Industry and Contexts **Text Focus:** All Component 2	**Component 1 and Component 2 Revision** as assessment outcomes and knowledge/skills audits dictate	**Final Revision and Examinations**