




YEAR 11	AUTUMN 1 8 WEEKS	AUTUMN 2 8 WEEKS
IN SCHOOL WKS 1-8 and 9-16	Unit 1 – LO1 – LO3 Media Products and Audiences Key Assessment 1 wk7 LO1, LO2, LO3	Unit 1 – LO4 – LO6 Media Products and Audiences Key Assessment 2 wk16 Complete Unit 1 paper
REMOTE LEARNING		
	Wk1: LO1 Understand the ownership models of media institutions. P.2 – P.3 make notes on The different types of media industries, conglomerates, independent companies, public service companies. Do tasks on P.2 and P.3.	Wk9: LO4 Understand the target audiences of media products. Make notes on P.17 – P.18 Classifying audiences and Demographic profiles. Create an Imaginary Entity for a TV programme of your choice using the idea of Ien Ang's theory and the example of the Kerrang reader.
	Wk2: Make notes on P.4 – P.6. Understanding how media companies operate, Synergy and cross media promotion. Do task on P.6 on cross media products.	Wk10: Make notes on P.19. Profiling Audiences. Create a reader profile for a magazine of your choice, using the NME reader profile as your guide and template.
	Wk3: Make notes on P.6. Job roles in the media. Do the task on Media Job Roles, P.6	Wk11: Make notes on P.20. How products fulfil audience needs. Carry out the Case Scenario activity and do the task on Applying the uses and gratifications model.
	Wk4: LO2 Understand how media products are advertised and distributed. Make notes on P.6 – P.8. Do tasks on Different types of media advertising, Power of social media and Advertising across different platforms.	Wk12: LO5 5.1 Research methods P.21. Make notes on Primary research methods, secondary research methods. Carry out your own research, both primary, using the methods suggested. Imagine you've been asked to find out audience attitudes towards Soap Operas. Create the materials needed to gather that audience data.
	Wk5: Make notes on P.9 – P.11 Distributing media products to audiences. Do the case study on Assassin's Creed, and do the task on Your Media Consumption.	Wk13: 5.2; 5.3 Purpose of Research and Analysing audience research. Make notes on Product reach, Audience feedback and Competitors. Use BARB to gather information about the most popular television shows on BBC and ITV, alongside social media to gather data on audience feedback. Do the task on Spin Offs on P.23.
	Wk6: LO3 Understand how meaning is created in media products. Make notes on P.11 – P.14. Do tasks on Mise En Scene, Shot Types, and Use of Sound.	Wk14: LO6 6.1 Impact of media products on their audiences. Make notes on the media effects debate, Moral panics, and do the two activities on P.24 –P.25.
	Wk7: Make notes on P.14 Print and Web Based Media, find examples of your own print media and carry out an analysis using your notes.	Wk15: 6.2 Legal and regulatory issues. Make notes on Media regulators. Research BBFC, OfCOM, IPSO, ASA, PEGI, etc... and media regulation. Do the task on P.26, the class discussion.
	Wk8: Make notes on P.15 – P.17 Critical and theoretical analysis of media texts. Do the tasks, Applying Mulvey and Williamson, and Applying Todorov and Levi-Struass.	Wk16: P.26 Copyright and use of intellectual property. Carry out the task on p.26 Discussing copyright law, and the three Know It tasks.

YEAR 11	SPRING 1	SPRING 2
IN SCHOOL WKS 17-22 and 23-	UNIT 2 LO1 – LO2 Pre-Production and Planning Key Assessment 3 wk22 Key Assessment Unit 2 LO1 and LO2	UNIT 2 LO3 – LO4 Pre-Production and Planning Key Assessment 4 wk25 Key Assessment Unit 2 LO3
REMOTE LEARNING		
	Wk17: LO1 Understand the factors that need to be considered during the planning of a media product. 1.1 Evaluating the factors needed when planning. P.29-P.30, make notes on types of media production, financial constraints, and do the activities on P.29 and P.30.	Wk23: LO3 Be able to plan the pre-production of a media product. Make notes on Project management tools and research online the tools suggested on page 37 and 38. Do the tasks on P.37 and P.38.
	Wk18: Make notes on Revenue streams, Time constraints, and Personnel, P.30-P.31. Answer the questions on revenue streams and the case scenario on P.31.	Wk24: Make notes on Working to timescales and Logistics, P.38-P.39. Do the task on P.40. Make notes on Daily Planner, Forms and staffing, and Research. Do the tasks on P.41.
	Wk19: P.31-P.32, make notes on Locations and resources, The impact of legal issues, regulatory and ethical issues. Do the activities on pages 32 and 33.	Wk25: LO4 Able to create and evaluate new pre-production documents for a new media product. 4.1 Pre-production documents. Make notes on P.42-P.44 and do the tasks on P.43 and P.44.
	Wk20: LO2 Be able to interpret client requirements and target audience considerations. 2.1 Evaluating client requirements. Make notes on Types of client brief, and Tools to use, carry out the tasks on P.33.	Wk26: makes notes on SWOT analysis, Asset logs, call sheets, Storyboards, Scripts, etc... across pages 44 to P.46. Create examples of at least 4 of these types of pre-production materials and evaluate their usefulness.
	Wk21: Read the Welsh Mocha brief on P.35 and do the task carrying out a SWOT analysis and mind map for the brief as detailed on P.35.	Wk27: Answer the practice exam questions on P.47
	Wk22: P.36-P.37 make notes on target audience factors to consider. Carry out the activity on P.37.	

YEAR 11	SUMMER 1	SUMMER 2
IN SCHOOL WKS 28-34 and 35-39	UNIT 3 Create A Media Product Key Assessment 5 wk29 Key Assessment Unit 2 LO4	UNIT 3 Create A Media Product Key Assessment 6 wk37 Key Assessment Unit 3 LO1
REMOTE LEARNING		
	Wk28: LO1 Read the information and make notes on P.50-P.51. Carry out the three tasks across those two pages.	Wk35: LO3 Using techniques to create a media product. Read and take notes on the information on P.58- P.61 Do the tasks and activities on P.58, 60, and P.61.
	Wk29: Make notes on P.52. Carry out the task on P.52 and the research activity into Adidas.	Wk36: Read and make notes on P.61 and P.62. carry out the activity on P.62 and the Know It tasks on P.63
	Wk30: Make notes on P.53 –P.55. Do the activity on P.53 and the Think About It tasks on P.54 and the task on various media products on P.54.	Wk37: Do the assessment activities on P.63
	Wk31: Do the detailed assessment activity for LO1 on P.55	Wk38: P.64 – P.70. Make notes on Audio products, Audio visual products, Print based products, and how to analyse post production techniques to enhance meaning. Do activities on P.64 and P.70
	Wk32: LO2 How to develop pre-production materials. Do the task on P.55.	Wk39: Carry out the assessment questions on P.71
	Wk33: Make notes on Audio and Audio Visual productions on P.56 and carry out the activity on P.56.	
	Wk34: make notes on Print and Graphics based productions on P.56 and P.57. Do the assessment activity on P.57	