**Curriculum Map**

Subject: Media Studies KS3

|  | **Year 7 - Promoting Media** | **Year 8 - Advertising in the modern world** | **Year 9 - History of Hollywood** |
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| Content | Students will explore how media texts utilise a variety of techniques to identify and target audiences. Students will engage in critical study of pre-existing campaigns and texts which use a variety of techniques. Students will use case studies from major Hollywood productions to inform their understanding of how a major studio utilises 360° marketing.  Students will then have the opportunity to apply their learning across a range of formative and practical challenges. | This unit provides a comprehensive introduction to the field of advertising across a range of media platforms. Students will develop critical analytical skills to deconstruct advertising campaigns and gain a deeper understanding of the persuasive techniques employed.  Students will then have the opportunity to apply their learning across a range of formative and practical challenges. | This KS3 Media Studies unit delves into the historical development of the Hollywood film industry. Students will embark on a chronological exploration, examining the key milestones and figures that shaped Hollywood into the global powerhouse it is today  Students will then have the opportunity to apply their learning across a range of formative and practical challenges. |
| Skills | **Critical Analysis**: Students will develop a critical eye for analysing film posters and other promotional materials, understanding their design choices and effectiveness.  **Creative Thinking**: They'll brainstorm innovative ideas for their own projects, exploring different concepts and approaches to film promotion.  **Graphic Design**: Students will gain practical skills in using design tools, to create visually compelling designs.  **Independent Research**: Through independent research, they'll expand their knowledge of diverse promotional materials used in the film industry.  **Communication and Persuasion**: Students will learn how to craft a persuasive pitch, effectively communicating their ideas and building excitement for their chosen promotional format.  **Presentation Skills**: They'll develop confidence in presenting their work by polishing their final creations and delivering clear, engaging presentations. | **Examine** Advertising Campaigns: Analyse a variety of advertisements disseminated through various media channels, including television, print, online platforms, and social media.  **Develop Media Literacy**: Expand their vocabulary by acquiring key terminology employed within the media industry, specifically focusing on advertising language.  **Refine Analytical Skills**: Sharpen their critical thinking abilities through in-depth analysis of advertising strategies, deconstructing the use of imagery, audio, and language to influence consumer behaviour.  **Investigate** the Role of Social Media: Investigate the burgeoning influence of social media advertising and its impact on the contemporary advertising landscape.  **Apply Knowledge** through Practical Activities: Engage in the creative process by designing and developing their own advertising campaigns, putting their newfound knowledge into practice. | **Critical Analysis:** Students will develop the ability to critically evaluate the evolution of the Hollywood film industry, examining significant events and their lasting impact.  **Textual Analysis:** Through close viewing and discussion of film excerpts, students will develop skills to analyse film as a narrative and artistic medium.  **Research and Evaluation:** Students will hone their research skills to investigate key figures and historical moments in Hollywood's development. They will further develop their ability to evaluate the contributions of these figures and events.  **Practical Production Skills:** Students will gain practical skills in image editing software (e.g. Photoshop) and explore introductory video editing techniques. |
| Assess ment | 1. Formative assessment (Quizzing) at the end of each session.  2. Practical production work to exhibit skills and understanding | 1. Formative assessment (Quizzing) at the end of each session.  2. Practical production work to exhibit skills and understanding | 1. Formative assessment (Quizzing) at the end of each session.  2. Written analysis of texts, replicating process of GCSE processes of examination |