

Subject content (What will be covered)	As a result, what students should know /understood	What students should be able to do	How students will be assessed	By when (Half term 1 > 6)
NEA (Non-Examined Assessment)	<ul style="list-style-type: none"> Apply their knowledge and understanding of the theoretical framework in order to create an original media product such as a print advertising campaign for a new brand or a magazine spread for an intended audience. 	Students must independently create a media product in response to a brief set by AQA.	Internally assessed	End of term 1
Television <ul style="list-style-type: none"> <i>Class, 2016</i> <i>Dr Who, 1963</i> 	<ul style="list-style-type: none"> Students should be able to analyse using knowledge, understanding and skills drawn from the theoretical framework. Understand genre conventions and the impact of new technologies on the production process. 	Short, medium and extended response questions assessing depth of knowledge and understanding of the course.	Exam board mark scheme	Summer Y11
Newspapers <ul style="list-style-type: none"> <i>The Times</i> <i>The Mirror</i> 	<ul style="list-style-type: none"> Students need to consider issues of ownership, production, funding, technologies and regulation. As well as targeting, marketing, sales and readership, audience interpretation, and fulfilment. 			

- CIEAG

 - Problem solving
 - Critical thinking
 - Targeting a specific audience
 - Pitching skills
 - Project/time-managed work
 - Research and planning skills
 - Empathy
 - Team work
 - Media and digital literacy