

Year 1: Core Frameworks & Foundation CSPs

Focus: Establish core terminology, cover initial print/online CSPs, build practical software skills, and launch the AQA NEA brief.

Half Term	Module / Subject Focus	Key Content & Assessment Objectives
Autumn 1 (Sept–Oct)	Introduction to Theoretical Framework	• Media Language & Semiotics: Signifiers, denotation/connotation, codes, genre conventions. • Representation: Stereotypes, counter-stereotypes, identity, and context. • Intro to Practical: Basic digital design (Photoshop/Canva) or camera framing.
Autumn 2 (Nov–Dec)	Paper 1: Advertising & Marketing (Print/Online)	• CSPs: Analysis of required AQA advertising CSPs (e.g. print ads). • Focus on Media Language, Audiences, and Representation. • Assessment: Section A style exam questions

Spring 1 (<i>Jan–Feb</i>)	Paper 1: Magazines & Print Media	• CSPs: Analysis of specified magazine front covers and internal spreads. • Themes: Target audiences, industry ownership, and representation of gender/race. • Practical Skill-Building: Layout, typography, and photography for print media.
Spring 2 (<i>Mar–Apr</i>)	Paper 1: Newspapers & Online Media	• CSPs: Front pages and websites of target national newspapers. • Industry & Audience: Ownership models, news values, regulation (IPSO), and online user-generated content. • Assessment: Mid-year exam practice on Paper 1 material.
Summer 1 (<i>May–Jun</i>)	NEA Brief Release & Pre-Production	• AQA Brief Analysis: Unpack the official NEA briefs released by AQA annually. • Research & Planning: Target audience profiling, mood boards, storyboards/flat plans, and Statement of Intent. • Production Prep: Recce, prop lists, and draft mockups.

Summer 2 <i>(Jun–Jul)</i>	NEA Production Phase 1 & End of Year Mock	• Practical Production: Shooting raw footage/photos, writing copy, and asset creation. • Year 1 Mock Exam: Paper 1 focus (Print, Advertising, Magazines, Newspapers).
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Year 2: Moving Image, Industries & Exam Prep

Focus: Finalize NEA coursework, cover complex audio/visual CSPs, and execute targeted revision for Paper 1 and Paper 2.

Half Term	Module / Subject Focus	Key Content & Assessment Objectives
Autumn 1 <i>(Sept–Oct)</i>	NEA Completion & Submission	• Post-Production: Video editing, graphic finishing, layout formatting, and audio mixing. • Final Statement of Intent: Refine to align with completed media product. • Internal Deadline & Assessment: Final submission for internal moderation (30% NEA).

Autumn 2 <i>(Nov– Dec)</i>	Paper 2: Television Drama / Moving Image	• CSPs: In-depth study of specified TV drama episodes. • Key Frameworks: Narrative structures (Todorov, Propp), genre conventions, representation, and audience consumption. • Assessment: Analytical essay responses on sequence analysis.
Spring 1 <i>(Jan– Feb)</i>	Paper 2: Music Video & Radio	• Music Videos CSPs: Analysis of set music videos across different genres and eras. • Radio CSPs: Specified radio shows (e.g., BBC Radio 1 / commercial radio). • Themes: Commercial synergy, public service vs. commercial broadcasting, and technological convergence.
Spring 2 <i>(Mar– Apr)</i>	Paper 1 & 2: Video Games & Film Marketing	• Video Games CSP: Production, distribution, gaming audiences, regulation (PEGI), and active audience theory. • Film Marketing: Synergy, trailers, posters, and social media campaigns. • Year 2 Full Mocks: Complete Papers 1 and 2 under timed conditions.

Summer 1 <i>(May–Jun)</i>	Targeted Revision & Final Exams	• Catering to Unseen Material: Unseen text analysis practice for Paper 1. • Synoptic Links: Contextual factors (social, cultural, economic, political) across all CSPs. • Final AQA Written Exams: Paper 1 (35%) & Paper 2 (35%).
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Key Assessment Breakdown

- **Paper 1: Written Exam (1 hr 35 mins / 35%)** — Focuses on Media Language, Representation, Media News/Online, Advertising, Magazines, Video Games, and Film Marketing. Includes analysis of unseen media.
- **Paper 2: Written Exam (1 hr 35 mins / 35%)** — Focuses on Media Industries and Audiences, Television, Music Video, and Radio. Includes a screening/analysis segment.
- **Component 3: Non-Exam Assessment (NEA / 30%)** — Individual practical production in response to an annual AQA brief, accompanied by a Statement of Inten