



Archbishop Beck Catholic College

Media - Scheme of work

Year 13 - Unit 20



| Lesson Sequencing | The High 5 lesson | Challenge learning opportunities |
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| <p>Learning Outcome 1 - Know how existing advertising campaigns embed advertisements across a range of media products</p> <p>Criteria to be assessed</p> <p>P1: Describe an existing media advertising campaign</p> <p>M1: Evaluate different cross media advertising campaigns for consistency of message</p> | <p>Consolidation- Brainstorming and mind map sessions to summarise the prior learning and the previous lessons objectives. Use of mini-quizzes to test knowledge and assess areas of weakness from prior lessons,</p> <p>Modelling- Wide variety of modelling techniques depending on the nature of the main task being set. This will include a range of past-paper questions selected to ensure students are fully aware of the expectations. Also model answers based on previous mark schemes.</p> <p>Response and Feedback- Question and answer sessions to be used in starter activities regularly. Learners will respond by reacting to the regular feedback they receive through assessment. Green pen will be used on each of the end of learning outcome assessments for students to be able to assess and improve their own progress.</p> <p>Challenge- Relevant extensions tasks for each lesson. This might be a further question to be addressed or research based tasks using ICT. Many YouTube videos available where students can stretch and consolidate their own knowledge.</p> <p>Independence - Homework booklets to be issued</p> | <p>Extension directed questioning, extended questions focus on all topics, use of authentic texts, increased use of extended vocabulary, and focus on key vocabulary, challenge activities incorporated into response and feedback, peer support and self-assessment.</p> <p>Exam/revision booklets created to support independent learning.</p> <p>Use of revision guide containing extension questions</p> <p>Use of abhsmedia.eu for keyword and past paper questions.</p> <p>Extension questions available each lessons to ensure learners are fully stretched.</p> |

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| | <p>throughout the year. Use of a departmental website to ensure the ability to move ahead will encourage students to think and work independently.</p> | |
| <p>Learning Outcome 2 - Be able to plan a cross media advertising campaign to a client brief</p> <p>Criteria to be assessed</p> <p>P2*: Create a plan for a cross media advertising campaign in response to a client brief (*Synoptic assessment from Unit 2 Pre-production and planning)</p> <p>M2: Justify the choice of planned components by targeted media sector</p> <p>D1*: Discuss the legal and ethical constraints within the planned campaign (*Synoptic assessment from Unit 1 Media products and audiences)</p> <p>P3*: Create a pre-production plan for the media components in the planned advertising campaign (*Synoptic assessment from Unit 2</p> | <p>Consolidation - Brainstorming and mindmap sessions to summarise the prior learning and the previous lessons objectives. Use of mini-quizzes to test knowledge and assess areas of weakness from prior lessons,</p> <p>Modelling -Wide variety of modelling techniques depending on the nature of the main task being set. This will include a range of past-paper questions selected to ensure students are fully aware of the expectations. Also model answers based on previous mark schemes.</p> <p>Response and Feedback - Question and answer sessions to be used in starter activities regularly. Learners will respond by reacting to the regular feedback they receive through assessment. Green pen will be used on each of the end of learning outcome assessments for students to be able to assess and improve their own progress.</p> <p>Challenge - Relevant extensions tasks for each lesson. This might be a further question to be addressed or research based tasks using ICT. Many YouTube videos available where students can stretch and consolidate their own knowledge.</p> <p>Independence - Homework booklets to be issued throughout the year. Use of a departmental website</p> | <p>Extension directed questioning, extended questions focus on all topics, use of authentic texts, increased use of extended vocabulary, and focus on key vocabulary, challenge activities incorporated into response and feedback, peer support and self-assessment.</p> <p>Exam/revision booklets created to support independent learning.</p> <p>Use of revision guide containing extension questions</p> <p>Use of abhsmedia.eu for keyword and past paper questions.</p> <p>Extension questions available each lessons to ensure learners are fully stretched.</p> |

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| Pre-production and planning) | to ensure the ability to move ahead will encourage students to think and work independently. | |
| <p>Learning Outcome 3 - Be able to produce the planned media components</p> <p>Criteria to be assessed</p> <p>P4*: Create the media components to be used in the planned campaign (*Synoptic assessment from Unit 3 Create a media product)</p> <p>M3: Explain how the created media components comply with the codes and conventions of the media sectors</p> <p>D2: Demonstrate how the technical and aesthetic properties of the media components meet the client brief</p> | <p>Consolidation - Brainstorming and mindmap sessions to summarise the prior learning and the previous lessons objectives. Use of mini-quizzes to test knowledge and assess areas of weakness from prior lessons,</p> <p>Modelling -Wide variety of modelling techniques depending on the nature of the main task being set. This will include a range of past-paper questions selected to ensure students are fully aware of the expectations. Also model answers based on previous mark schemes.</p> <p>Response and Feedback - Question and answer sessions to be used in starter activities regularly. Learners will respond by reacting to the regular feedback they receive through assessment. Green pen will be used on each of the end of learning outcome assessments for students to be able to assess and improve their own progress.</p> <p>Challenge - Relevant extensions tasks for each lesson. This might be a further question to be addressed or research based tasks using ICT. Many YouTube videos available where students can stretch and consolidate their own knowledge.</p> <p>Independence - Homework booklets to be issued throughout the year. Use of a departmental website to ensure the ability to move ahead will encourage</p> | <p>Extension directed questioning, extended questions focus on all topics, use of authentic texts, increased use of extended vocabulary, and focus on key vocabulary, challenge activities incorporated into response and feedback, peer support and self-assessment.</p> <p>Exam/revision booklets created to support independent learning.</p> <p>Use of revision guide containing extension questions</p> <p>Use of abhsmedia.eu for keyword and past paper questions.</p> <p>Extension questions available each lessons to ensure learners are fully stretched.</p> |

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