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| **Topic** | **Criteria** | **R** | **A** | **G** |
| **Understanding industry and media theories** | Show a clear understanding of media theories relating to the film industry (Propps, Todrov, Enigma Codes, Binary Oppositions). |  |  |  |
| Show a clear understanding of ownership and the film industry. |  |  |  |
| Make accurate use of subject terminology |  |  |  |
| **Understanding and analysing set products** | Demonstrate a competent and clear understanding of the set products: Spectre and The Man with the Golden Gun posters/Spectre film |  |  |  |
| Show accurate understanding of the BBFC and certifications such as 12A. |  |  |  |
| **Wider exploration of the industry** | Demonstrate skills of analysis |  |  |  |
| Convey an accurate understanding of representation in set products |  |  |  |
| Demonstrate an ability to respond appropriately to all question types.  |  |  |  |
| Explore ideas, perspectives and contextual factors |  |  |  |

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| **Lesson** | **Learning Focus** | **Assessment** | **Key Words** |
| **1** | Introduction to the film industry. How do film posters attract an audience and promote a film?  | Self-assessment | franchiseintertextualityPropps’ theorycertificationTodrov’s narrative theorytarget audiencerepresentationkey signifiermarketingpublicitymedia platformspromotional campaigns |
| **2** | What is a franchise? Why is the Bond franchise popular?  | Peer assess |
| **3&4** | What are the conventions of a Bond film? How does TMWTGG poster reflect these conventions? Annotate the set product.  | Green Pen |
| **5&6** | Background to the Bond Franchise and the film industry. The BBFC. Propps’ theory. | Self-assessment |
| **7** | Extended writing – The film industry.  | Extended writing |
| **8&9** | How does the Spectre poster reflect its historical context? Similarities and differences to TMWTGG. Annotate – set product.  | Self-assessment |
| **10** | Feedback on extended writing  | Green Pen |
| **11** | Assessment part 1 – long answer  | Assessment |
| **12** | Assessment part 2 – short answer | Assessment |
| **13&14** | Spectre – background to the film and industry information. Todrov’s narrative theory. Watch the film. | Peer assessment |
| **15&16** | Assessment feedback and improvements. | Green Pen |
| **17&18** | Why was Spectre given a 12A? Background and info. Extended writing on narrative theory and certification. | Extended write |

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**Communications Faculty- Media Studies – Curriculum Intent – Year 10 Autumn 2 - Film**