

YEAR 10 CURRICULUM MAP

Autumn Term		Spring Term		Summer Term	
Topic	Wk	Topic	Wk	Topic	Wk
Introduction to Global + business course	1	Social Media platform	15	Understanding how to pitch	27
Planning a Creative Digital Media Business- intro	2	Social Media platform	16	Understanding how to pitch	28
Planning a Creative Digital Media Business- employments types	3	Social Media campaigns	17	Creating a pitch deck	29
Planning a Creative Digital Media Business- business types and models	4	Social Media campaigns	18	Creating a pitch deck	30
Planning a Creative Digital Media Business- Costing and finance	5	Creating a social media campaign	19	Creating a pitch deck	31
Planning a Creative Digital Media Business- Branding	6	Creating a social media campaign	20	Reflection and evaluation	32
Planning a Creative Digital Media Business- evaluation	7	HALF TERM		HALF TERM	
HALF TERM		Creating a social media campaign	21	Practice pitching	34
Planning a Creative Digital Media Business- business Plan	9	Creating a social media campaign	22	Mock exam	35
Planning a Creative Digital Media Business- business Plan	10	Assessing social media platforms	23	Mock exam	36
Planning a Creative Digital Media Business- Business Plan	11	Assessing social media platforms	24	Practice pitching	37
Planning a Creative Digital Media Business- evaluation	12	Assessing social media campaigns	25	Pitch	38
		Assessing social media campaigns	26	Reflection and evaluation	39
Planning a Creative Digital Media Business- evaluation	13	No. of teaching weeks: 39			
	14	No of lessons:			

YEAR 11 CURRICULUM MAP

Autumn Term		Spring Term		Summer Term	
Topic	Wk	Topic	Wk	Topic	Wk
Creating and Publishing Digital Content- TV ad research	1	Finish all incomplected or failed unit	16		28
Creating and Publishing Digital Content- Media product research	2		17		29
Creating and Publishing Digital Content- Planning	3		18		30
Creating and Publishing Digital Content- Planning	4		19		31
Creating and Publishing Digital Content- Production	5		20		32
Creating and Publishing Digital Content- production	6		21		33
Creating and Publishing Digital Content- post production	7	HALF TERM			
HALF TERM		FMP	22	Study Leave	33
			23		34
Creating and Publishing Digital Content- post production	9		24		35
Creating and Publishing Digital Content- evaluation	10		25		36
Creating and Publishing Digital Content- evaluation	11		26		37
Creating and Publishing Digital Content- evaluation	12		27		38
MOCK EXAM	13	No. of teaching weeks 33			
MOCK EXAM	14	No of lessons: 99			
MOCK EXAM	15				