

MEDIA STUDIES – CURRICULUM INTENT

ASPIRE – CHALLENGE – ACHIEVE

Creativity is the core skill found at the centre of our Media Studies curriculum and a key skill which we believe not only helps learners develop their talents but also their independence. We value and encourage the imaginative viewpoints and artistic talent in all of our learners, fostering these innovative approaches into both analytical and production work. By using creative approaches to learning and exploration, we believe learners gain a greater understanding of the practical skills which are used by the media industry to target and appeal to a range of audiences.

In modern life, the media is an invaluable resource and important feature that all of us engage with via digital technology. As with any new communication source, critical reading and understanding is essential to ensure that students are taught to read and question the viewpoints they may be presented with. By looking at a range of new and current media, news and digital information we aim to foster curiosity about the ways in which this has been designed and presented to the world. Studying the media not only enables learners to understand the ways in which products are designed to appeal to different groups of people but also how they can be manipulated to have a negative impact on the audiences that use them. Learning to read both widely and critically can encourage interrogation and examination of the news and information we are presented with to develop independent ideas, opinions and viewpoints – all key factors in critical reading and thinking.

Our course is designed to encourage innovation from all learners, applying creative approaches to exploring, analysing, evaluating and constructing media products. Through a combination of practical innovation and productive problem-solving we aim to prepare our students to develop the life skills required to effectively read, understand, analyse and construct a range of digital media texts. It is our intention to support our students in becoming more knowledgeable about our digitally driven world, the bias of the media and the critical skills required to effectively navigate this. By developing these skills, we believe that they can develop a more reasoned approach towards the ways in which society is involved in constructing, impacting and adapting the media we access every day.

MEDIA STUDIES – CURRICULUM MAP

Key = Matching colours denote links between topics either in content or skills across Key Stages

Level 1	Year 9	CORE	Media Key Concepts: Media Language (Media Products & Sectors, Genre, Audience)	Component 1: Media Products and Representation (Gender in fragrance advertising)	Component 2a: Production: Advert Planning	Component 2b: Advert Production (Photography, introduction to Photoshop and photo editing skills)	Component 2c: Evaluating Production Work	Component 3c: EXAM SKILLS - produce and evaluate a media product in response to a brief
			Component 3a+b: EXAM SKILLS - plan a Media product in response to a brief					
Level 2	Year 10	CORE	Media Key Concepts: Representation and Media Language	Component 1a: Media Products and Audience (Video Games, Music Press and Advertising)	Component 1b: Representation and Action Adventure	Component 2a: Magazine Planning	Component 2b: Magazine Production (Front Cover and Feature Page)	Component 2b: Magazine Production (Front Cover and Feature Page)
		COMP	Media Key Concepts: Audience and Institution	Component 1a: Institution (Video Games, Music Press and Advertising)	Component 1b: FILM PROMOTION and practical skills introduction	Component 2a: Photoshop Skills Development		Component 2c: Magazine Evaluation
	Year 11	CORE	Component 3a: Effective Research Skills	Component 3b: Effective product planning	Component 3c: Effective Production Skills	Component 3 EXAM		
		COMP	Component 3 EXAM PRACTICE: Create a product in response to a brief – Music Industry	Component 3 EXAM PRACTICE: Create a product in response to a brief – Interactive Media	Component 3 EXAM PRACTICE: Create a product in response to a brief – Advertising			

Level 3	Year 12	CORE	Unit 1: Representation and Media Theory	Unit 4: Pre-production documentation report	Unit 4: Planning and product evaluation	Unit 1 REVISION Representation and Media Theory	Unit 1: REVISION Representation and Media Theory	Unit 1 EXAM
		CORE	Unit 1: Stylistic Codes and Design Features	Unit 4b: Storyboarding Skills	Unit 4: Effective planning for film production	Unit 1: REVISION Stylistic Codes and Design Features	Unit 1: REVISION Stylistic Codes and Design Features	Introduction to Unit 8: Responding to a commission and developing practical film skills
	Year 13	CORE	Unit 10: Analysing Genre	Unit 10: Filming, production and editing	Unit 8: Effective Research and preparing a clear rationale	Unit 8: Pre-production planning for film-making	Unit 8 EXAM	
		COR	Unit 10: Filming, production and editing		Unit 8: Storyboarding Skills	Unit 8: Pitching a Product		