

Creative Media Learning Journey

We believe that all students from year 9 onwards should have the opportunity to study Media Studies and explore their creative interests. With this in mind, all students in year 9 will be on a rotation cycle, to enable them to select their desired option for a GCSE option block. We aim for them to understand the Level 2 BTEC and what it entails, as well as experience an insight to media analysis, media theory and a minimum of 5 key concepts from the 7 (Representation, Audience, Institution, Language, Ideology, Narrative and Genre). At Key Stage 4, students need to be able to investigate media products both past and present from all three sectors (publishing, moving image and interactive), while also exploring how media products provide meaning and engage audiences. Their component 2 will need them to be able to develop their media production skills and techniques, apply media production skills and techniques and finally review their own progress and development of skills and techniques. With these skills developed they can then successfully proceed on to their component 3 examination of responding to a theoretical and practical brief. At Key Stage 5, students need to write confidently about representation and commissions. They will also need to be able to create imaginative media texts which abide by their medium codes and conventions. Students should show the ability to be specific, evaluate, reference, illustrate and show a creative flair of confidence to gain the highest grades. Year 12 and 13s will be taught their exam units first (Unit 1 and Unit 8) in each year to enable them to sit exams in January; leaving only one unit of coursework for completion in the rest of their academic year of study.

