

Subject Name:	Media Studies
Key Stage 4 (Tech Award in Creative Media Production)	
Curriculum Intent Statement	
<p>Media develops your understanding, evaluation and critical thinking beyond the English Language looking further in depths of the signs, symbols and contextual factors, building transferable skills. Which further enhances your functionality in society. A combination of both theory and practical.</p>	
Autumn Term 1	
<p>Introduction to Media</p> <ul style="list-style-type: none"> • What are media products • Importance of audience, how to identify them and how they are targeted • Purpose of product • The relationship between product, purpose and audience 	
Autumn Term 2	
<p>Component 1:</p> <ul style="list-style-type: none"> • Investigating Media products • Writing research reports • Storytelling and narrative structures • Representations and stereotypes in the media • Micro Elements (Cinematography, editing, mise-en-scene, sound) • Exploring how media products are created to provide meaning and engage audiences <p>Submission of Assignment: Component 1</p>	
Spring Term 1	
<p>Developing Media Practical Skills and Techniques:</p> <ul style="list-style-type: none"> • Pre-production techniques (planning techniques) • Textual analysis of existing products • Testing and trialling Photoshop • Generating Ideas, mind maps and drafting • Cinematography testing • Evaluating and self-reflections 	

Spring Term 2

Component 2 Learning Aim A:

Develop media production skills and techniques

- Applying skills
- Creating a portfolio of practical skills, techniques and examples
- Planning for individual project (Magazine)
- Creation of magazines
- Using Photoshop
- Evaluating product and the processes

Summer Term 1

Component 2 Learning Aim B:

Apply media production skills and techniques

- Applying skills
- Creating a portfolio of practical skills, techniques and examples
- Planning for individual project (Magazine)
- Creation of magazines
- Using Photoshop
- Evaluating product and the processes

Summer Term 2

Component 2 Learning Aim B:

Apply media production skills and techniques

- Applying skills
- Creating a portfolio of practical skills, techniques and examples
- Planning for individual project (Magazine)
- Creation of magazines
- Using Photoshop
- Evaluating product and the processes