



Media

CURRICULUM OVERVIEW – KS4 (2023-24)

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Curriculum Overview

Subject: Media

Year group	Topic and length	Key Words	Key Skills	Key Knowledge	Assessments	Cultural Capital	Links to NC and Spec
10	1 Exploring Media Products 36 GLH	Media Products Media Sectors Audience Purpose Narrative Production Techniques Narrative Representation Genre Audio / Moving Image Print Media Interactive Media	Analysing Media Products Researching Media Products Interpreting audience Media Production Techniques	Audience Theory Narrative Theory Character Theory Genre Conventions	Written assignment –analysis of 3 media products Non-exam internal assessment set by Pearson, marked by the centre and moderated by Pearson. The Pearson-set Assignment will be completed in approximately 10 hours of supervised assessment. 60 marks.	Students will be exposed to a range of film genres and gain an appreciation for films in varying styles, genres and from different cultures.	A Investigate media products B Explore how media products are created to provide meaning and engage audiences.

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11	2 Developing Digital Media Production Skills 36 GLH	Pre-production Production Post-production	Pre, Post and Production Skills and Techniques Shooting footage Camera movement Shot composition Recording audio Image manipulation Photography skills Review progress Editing audio Creating assets	Conventions Genre Pre, Post and Production processes	Non-exam internal assessment set by Pearson, marked by the centre and moderated by Pearson. The Pearson-set Assignment will be completed in approximately 10 hours of supervised assessment. 60 marks. Learners will develop and apply skills and techniques in media production processes by creating a media product from one of the following sectors: audio/moving image, print or interactive design.	Students will develop an understanding of the Media Industry and the career opportunities available to them on their doorstep, Media City.	A Develop and apply media pre-production processes, skills and techniques B Develop and apply media production and post-production processes, skills and techniques to create a media product.
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11	3 Create a Media Product in Response to a Brief 48 GLH	Brief Product Content Style Design Schedule Conventions	Responding to a brief Generating ideas Storyboarding Scriptwriting Media Production Skills and techniques Combining and refining Time management	Target Audience Genre Conventions Layout Design Pre, Post Production Processes	External assessment, Component 3, which provides the main synoptic assessment for the qualification. Component 3 builds directly on Components 1 and 2 and enables learning to be brought together. Component 3: Create a Media Product in Response to a Brief requires learners to apply their production skills to the creation of a media product in response to a brief.	The course will incorporate a visit to Media City so pupils experience first hand the facilities and opportunities available to them.	AO1 Understand how to develop ideas in response to a brief AO2 Develop planning materials in response to a brief AO3 Apply media production skills and techniques to the creation of a media product AO4 Create and refine a media product to meet the requirements of a brief
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