



## Curriculum Aim – Media Studies



<p><i>The aim of Tec Award and BTEC Media is to equip our students with vital skills that they need to navigate the modern world. We aim to encourage critical thought so that they can question the role of the media within a rapidly changing digital landscape, but also to encourage an understanding of how media is created, so that they can understand intention and interpretation, so that they can re-create it using it the same principles. The courses focus on the practical skills that any student will be able to take into further study or the workplace.</i></p>	<p><b><u>KS4 Intent (Pearson Edexcel – Tec Award in Creative Media Production)</u></b></p> <ul style="list-style-type: none"><li>• To deliver an interesting and demanding curriculum that covers the basic foundation of Media Studies combined with some of the practical skills that facilitate that industry.</li><li>• To develop students' skill in understanding why and how media is created and its impact on audiences</li><li>• To encourage independent and group thinking, planning, and collaborative skills to plan and produce successful media products</li><li>• To introduce students to media experiences that they may yet to have access to in order to develop their understanding of media history and its impact on global events and opinions</li><li>• To develop practical skills such as photo manipulation, film editing, publishing templates and a number of other transferrable applications</li><li>• To foster a healthy sense of critical questioning toward media representations from various sources</li></ul>
	<p><b><u>KS 5 Intent (Pearson Edexcel – Btec in Creative Digital Media Production)</u></b></p> <p>The qualification offers learners a broad programme of study so that they understand the communication and planning skills needed for further study of the creative media sector.</p> <ul style="list-style-type: none"><li>• Analyse media to better understand audiences and clients,</li><li>• Communicate and present their ideas</li><li>• Plan and prepare media projects</li><li>• Develop the skills to work effectively in teams</li><li>• Focus on independence and responsibility</li></ul>

**Curriculum Implementation**

- Curriculum docs
- Lesson provision
- Years 9 and 11 options /open evening
- Using up to date and relevant case studies

**Curriculum Impact**

Assessed through:

- Student outcomes
- Learning walks and observations
- Work scrutiny
- Termly data analysis through Alps connect and Sisra
- Department/HOF meeting minutes
- KS 5 uptake
- Summative/Formative assessment

**Strong Impact if:**

- Excellent outcomes (results)
- Post 16 pathways in Media are successful
- Excellent behaviour in lessons and attitude to learning
- Students take pride in their work, presenting it to a high standard
- All students accessing curriculum (differentiation)