



Department Information:

Media Studies is a two year course run by Eduqas. Media lessons are six times per fortnight with homework set every week. The course is taught by Miss Stockwell as Subject lead

Curriculum aims and intent:

In Year 10, students follow the Eduqas GCSE Media Studies (9-1) specification, introducing them to the breadth and depth of media platforms.

The Year 10 curriculum forms around the following theoretical frameworks:

Media language
Representation
Context
Industries
Audiences

Media contains many literacy opportunities and are used to develop skills of analysis and interpretation through exploration of connotation and denotation. The students develop their use and understanding subject specific terminology.

Assessment:

Within year 10, students are assessed using exam style questions. During this year, we focus on Component 1: Exploring the Media. This looks at the theoretical frameworks of: Media Language, Representation, Context, Industries and audiences. Later in the year, Component 2 and 3 will be introduced. Component 3 is based on a brief that is released in the spring of each year.

The assessments focus on:

Demonstrate knowledge and understanding of the theoretical

Resources used to support learning:

The students have access to the following platforms: Seneca, BBC Bitesize as well as Youtube accounts such as Mrs Fisher, GCSE Media revision.

Computer with access to Adobe Photoshop and Canva as well as PowerPoint and teams. (Students are able to download these programmes for free using their school accounts).

Home Learning:

One hour of home learning per week.

Students will be given a task for home learning each week that will develop skills, recall and revision.

Students will be expected to complete on time and green pen certain tasks.

How parents can help their child:

Making sure home learning is completed weekly

Ensure your child brings the correct equipment to the lesson e.g images when completing NEA, books, homework booklet.

Ensure that your child meets deadlines for all tasks.

Encourage them to engage with different platforms of media.

Term	Summary of work being covered	Knowledge, Understanding and skills assessed	How the work is assessed	Career Links
1	Introduction to the course- theoretical frameworks. Video Games- Industry and audience. Advertising and marketing texts- Media Language, Representations and context.	Introduction to Media Language, Representations and context using connotations/denotations and subject specific terminology. Industry and audience	Students are assessed through exam style questions. They will then be given feedback.	Video game producer, marketing, Designer, social media manager, media researcher.
2	Advertising and marketing texts Film Posters	Media Language, Representations and context.	Students are assessed through exam style questions. They will then be given feedback. Students will sit more formal exam questions that will contribute for the AP report.	Market researcher Marketing executive Photographer Journalist, Editorial assistant
3	Film Industry Radio Magazines	Industry and audience Media Language, Representations and context.	Students are assessed through exam style questions. They will then be given feedback.	Marketing, media researcher, radio/tv programmer. Magazine journalist, location manager/ scout, public relations
4	Component 2:Music Videos and online: Media language, representations, industry, audience and context.	Media Language, Representations and context. Industry and audience	Students are assessed through exam style questions. They will then be given feedback.	Market researcher Marketing executive Photographer Journalist, Editorial assistant
5	Introduction and development of Component 3: Non examined assessment.	Understanding of codes and conventions of the chosen brief. Research and planning to be able to develop a product that responds to the brief such as being appropriate for a particular audience, genre.	Component 3 is 30% of final grade on completion (60 marks) inclusive of the Completed statement of aims- 10 marks	Designer, media researcher, photographer, marketing.
6	Continuation of Component 3- NEA	Students complete their draft productions.	Component 3 is 30% of final grade on completion (60 marks) inclusive of the Completed statement of aims- 10 marks	Web content manager, social media manager