Curriculum Overview

Subject: Media Studies

Year Group: 10

CHASE HIGH SCHOOL
AMBITION - RESILIENCE - KINDNESS

The Media Studies department at Chase High School aims to develop student's ability to engage with a variety of different media texts. Students will understand the importance of the media industry, the impact it has on the world and how the target audience carefully constructs media text for consumption. They will creatively design, edit and produce their own media products for their coursework, gaining knowledge in Photoshop to produce creative new media products.

TERM 1	TERM 2	TERM 3
KNOWLEDGE/SKILLS Introduction to media / Knowledge **Component 1: Exploring Media Products** Students will explore the concepts needed to successfully complete assessed coursework. Practical skills are also developed. **Practical skills:** Mood boards / mind maps / Photoshop techniques / storyboarding / typography **Component One Knowledge:** Creating a questionnaire Purpose of Media products Target Audiences Social Class / psychographics Textual Analysis if media products Magazine / film poster layout keywords Genre Camera shots & angles Propp & Todorov Mise en scene Sound	KNOWLEDGE/SKILLS **Component 1: Exploring Media Products** **January – May** Pupils complete an assessed piece of work on a theme provided by the exam board. (This changes every year). Vocational Context given to student – they will explore a certain theme. Use research techniques to select media products. **Task1 – Investigate Media Products** **One from these sectors:** Audio / moving image, print and interactive media products. Look at forms / purposes / types of audiences. **Task 2 - Explore how media products are created to provide meaning and engage audiences** how genre, narrative and representation are used • how media production techniques are used • how genre, narrative, representation and media production techniques combine to create meaning and engage audiences. **PPE day for coursework completion**	KNOWLEDGE/SKILLS 8 May Final Deadline – Component 1 15 May – Final deadline sent to exam board June – July Skills for **Component 2 Developing Digital Media Production Skills and Component 3: Create a media product in response to a brief** Generating ideas - mind maps / mood boards / questionnaires Drawn Mock ups Thumbnails Digital Mock Ups Layout & design Colour schemes Typography Photoshop techniques Practice coursework scenario Print based media products
KEY ASSESSMENTS January – May Component 1	**KEY ASSESSMENTS** January to May	**KEY ASSESSMENTS** 15 May - Component 1 Deadline

Extended reading suggestions and external resources:

https://qualifications.pearson.com/en/qualifications/btec-tech-awards/creative-media-production-2022.html

Adobe Photoshop 2025 Handbook: A Comprehensive Guide to Mastering the Art of Image Editing with AI-Powered Tools and Generative Features for Professionals

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TERM 1	TERM 2	TERM 3
KNOWLEDGE/SKILLS **Component 2 Developing Digital Media Production Skills** Students are given a scenario (this changes every year) **Task 1 – Develop and apply media pre-production processes, skills and techniques** Pre-production phase: You should engage with media pre-production processes and practices, including: • generating and developing ideas for your media product • practical experimentation • applying sector-specific skills and techniques to shape your ideas into pre-production material • reviewing pre-production work to refine and improve outcomes. **Task 2 – Develop and apply media production and post-production processes, skills and techniques to create a media product** Production and post-production phase: You should engage with media production and post-production processes and practices to develop, review and refine a media product in response to the brief, including: • applying media production skills and techniques to create content • applying media post-production skills and techniques to edit and combine content together • testing and reviewing production and post-production work to refine and improve outcomes • exporting the final product for digital distribution. **PPE day for coursework**	KNOWLEDGE/SKILLS **Component 3: Create a media product in response to a brief** 5 pieces of evidence for submission **Activity 1** (Part A): Ideas Log **Activity 1** (Part B): Planning Material **Print** Produce pages for a print product(s). You should: • create 3 or 4 pages • include original images and graphics • make appropriate use of page layout and design techniques • include written content appropriate to the brief • export the final media product(s) in an appropriate digital format. **Activity 1 (Part A): Ideas Log** You must complete a log providing information on: -your initial ideas and how your ideas will meet the brief with reference to: – your target audience – how any other media products have influenced your ideas – the content of your chosen idea and how it will be structured into a narrative, running order, pages, screens or levels – how the content meets the requirements of the **Activity 1 (Part B): Planning Material** Produce the layout and design for the pages of your print product(s). The page layout and design should include: • headlines and straplines • the positioning of body copy, images and other assets, e.g. running heads, pull quotes, cover lines • notes on design features, e.g. typography, use of colour, styles, effects.	KNOWLEDGE/SKILLS **Activity 2: Final Media Product(s)** • Use your ideas from Activity 1 (Part A), planning material from Activity 1 (Part B) and material, footage and/or assets that you have collected and generated in the preparatory period to: • create your media product(s) in response to the brief • export your product(s) in an appropriate digital file format. Produce a Technical and Review Record of up to two sides of A4 that: • outlines how you have used software and equipment to create key aspects of your product(s) • documents the outcomes of key review points in the production process. You will be assessed on your use of production skills and techniques, your communication of ideas and how closely your product(s) meets the requirements of the brief. **Deadline 8 May** **Exam board deadline 15 May** Year complete course 15 May.

KEY ASSESSMENTS	KEY ASSESSMENTS	KEY ASSESSMENTS
September – December - **Component 2 Developing Digital Media Production Skill** Deadline 15 December	January to May **Component 3: Create a media product in response to a brief**	15 May - **Component 3: Create a media product in response to a brief** Deadline

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