Curriculum Overview

Subject: Media Studies

Year Group: 10

CHASE HIGH SCHOOL
Aspiration, Character & Excellence

Curriculum Intent: 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