

Year 11 Curriculum Intent	
Year 11 Curriculum Intent: The study of Creative Media is important in allowing students to understand and explore the ways the media creates meaning in our lives and shapes the way we think about the world. The impact of the Creative Sector can be observed throughout society. In this evolving digital climate, the study of how media products are carefully designed to shape public opinion and interest, and the effect this has on society as a result, is of critical importance. Media products, such as films, TV shows, documentaries, advertisements and magazines have the power to enthrall, intrigue and influence audiences. The foundations of Creative Media are built on a fundamental understanding that all media products are created for specific purposes targeted at specific audiences with the aim of influencing societal opinions. The core knowledge that learners are expected to acquire in the Year 11 Creative Media curriculum is an understanding of how media products use production processes and practices to create, edit and refine content. Learners are then expected to apply this knowledge engaging with production processes and practices to create effective content for a media product; effectively edit and combine content for a media product and produce an effective media product that is cohesive throughout. Our Creative Media curriculum is aspirational because students are encouraged to consider wider social issues in the world and how this impacts the media. The Creative Media curriculum supports our young people to deepen their understanding of the world around them by understanding that media production themes, stereotypes and design often correlate with wider societal issues or focusses. We nurture learners’ curiosity through the exploration of how media products are designed to create certain messages and target specific groups of people and how students can design their own products to do the same. In addition to this, pupils are given opportunities for rich discussion around topics such as the representation of race, gender and sexuality in the media and how media products conform to or subvert problematic stereotypes. The Creative Media curriculum is inclusive and celebrates differences as students are encouraged to represent different groups of people when designing their own media products. We support pupils to be compassionate and keep each other safe by fostering an open and non-judgmental learning environment where students can freely and creatively express themselves. Fundamentally, the study of Creative Media at The Kingsway School will enable our young people to positively contribute to society because they will be equipped with powerful knowledge and creativity that will inspire and empower them in their futures.	
Year 11 Essential Knowledge Summary	
Schemata 1: Component 2	Schemata 2: Component 3
<u>Composite Knowledge:</u> Pupils will engage with production processes and practices applying skills and techniques to create effective content for a media product. Pupils will also engage with post-production processes and practices and apply post-production skills and techniques to effectively edit and combine content for a media product. Pupils will produce an effective media product that is cohesive throughout and thoroughly addresses the purposes outlined in the brief. Finally, pupils will create an in-depth review, making relevant links between the impact of decisions in the development process and outcomes, used effectively to refine work. Foundational Knowledge: • Creating and editing content for a media product • Recall of demographics and psychographics • Recall of primary and secondary research techniques • Magazine codes and conventions Procedural Knowledge: • Engage with post-production processes and practices and apply post-production skills and techniques to effectively edit and combine content for a media product. • Produce an effective media product that is cohesive throughout and thoroughly addresses the purposes outlined in the brief. • Create an in-depth review, making relevant links between the impact of decisions in the development process and outcomes, used effectively to refine work Upper Hierarchical Knowledge: • Inclusion and representation • The importance of impartiality in certain professions	<u>Composite Knowledge:</u> Pupils will engage with production processes and practices applying skills and techniques to create effective content for a media product. Pupils will also engage with post-production processes and practices and apply post-production skills and techniques to effectively edit and combine content for a media product. Pupils will produce an effective media product that is cohesive throughout and thoroughly addresses the purposes outlined in the brief. Finally, pupils will create an in-depth review, making relevant links between the impact of decisions in the development process and outcomes, used effectively to refine work. Foundational knowledge:. • Introduction to assigned Comp 3 for 2025 • Content related to brief Comp 3 exam • How to produce detailed sketches. • Research techniques • Production practices • Creating, editing and refining content for a media product Procedural knowledge: • Generate ideas for brief. • Research media products for inspiration. • Compile research and content for Component 3 exam. Upper Hierarchical Knowledge: To be completed once the GCSE brief is released. Concepts will be linked to the brief.