

**Subject: Year 11 Creative Media**

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 Creative Media curriculum is an understanding of: genre, narrative, representation, audience profiles, media techniques and media production. Learners are then expected to apply this knowledge by analysing how media products engage and target audiences and how students can create their own media products for specific purposes and audiences.

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. As part of the Creative Media curriculum, learners are provided with a range of high-quality academic texts with the aim of exploring the skills and techniques used in the Creative Sector to enhance media production design and the impact this has on public opinion and views in society. Other academic texts include articles about important societal issues and how the media challenges or encourages certain views.

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.

	Scheme 1: COURSEWORK: Component 2 Task A	Scheme 2: COURSEWORK: Component 2 Task B	Scheme 3: COURSEWORK: Component 3	Scheme 4: COURSEWORK: Component 3 EXAM
Acquire	Content related to brief. Pre-production processes reminders. Producing content for media products.	Recall of primary and secondary research techniques	Introduction to Component 3 from previous year and content related to brief. Introduction to Comp 3. Content related to brief. How to produce detailed sketches. How to produce media content.	EXAM

Apply	<p>How to create effective content for media products.</p> <p>How to edit and combine content for media products.</p> <p>Use Photoshop to edit images.</p> <p>Produce accurate and detailed pre-production material showing understanding of pre-production processes and practices.</p> <p>Engage with production processes and practices applying skills and techniques to create effective content for a media product.</p>	<p>Engage with post-production processes and practices and apply post-production skills and techniques to effectively edit and combine content for a media product.</p> <p>Produce an effective media product that is cohesive throughout and thoroughly addresses the purposes outlined in the brief.</p> <p>Create an in-depth review, making relevant links between the impact of decisions in the development process and outcomes, used effectively to refine work.</p>	<p>Generate ideas for brief.</p> <p>Research media products for inspiration.</p> <p>Compile research and content for Component 3 exam.</p>	EXAM
Vocabulary	<p>Cohesion</p> <p>Composition</p> <p>Xenophobia</p> <p>Inclusion</p>	<p>Primary audience</p> <p>Secondary audience</p> <p>Demographics</p> <p>Psychographics</p>	<p>Primary audience</p> <p>Secondary audience</p> <p>Demographics</p> <p>Psychographics</p> <p>Cohesion</p> <p>Composition</p>	N/A
Assessment	<p>Develop and apply media pre-production processes, skills and techniques.</p>	<p>Develop and apply media production and post-production processes, skills and techniques to create a media product.</p>	<p>Create a media product in response to a brief.</p>	<p>Create a media product in response to a brief.</p>

