

The Media curriculum develops confident, analytical and creative learners through the study of a wide range of media forms. Students explore how media communicates meaning and impacts society, using a strong theoretical framework focused on media language, representation, industries and audiences.

Through critical analysis and discussion, learners gain the skills to understand and evaluate media in depth. The course builds a strong foundation for success at Key Stage 5, further study at university, and careers in media, communications, and the creative industries.

Media Curriculum				
	Year 10	Year 11	Year 12	Year 13
Autumn 1	Introduction to Framework Component One Section A: Advertising & Marketing and Film marketing Assessment: Practical -Draft magazine	Component 3 NEA	Introduction to Framework Component One Section A: Advertising and Marketing Assessment: Practical- plan/draft/construct an advert	Component 3 NEA
Autumn 2	Component One Section B: Film Industry and film marketing Component One Section A: Magazines Assessment: Exam focus- Section A	Component 3 NEA Assessment: Mock exam	Component One Section B: Film Industry Component One Section A: Newspapers Component One Section B: Newspapers (Industry and audience) Assessment: Mock Exam	Component 3 NEA Assessment: Mock exam
Spring 1	Component One Section A: Newspapers Component One Section B: Industry Assessment: Practical- poster design	Component Two Section B: Music video & online media	Component One Section B: Radio and Video Games: Industry and Audience Component One Section A: Music video Assessment: Practical- podcast	Component 2 Section C: Online Media
Spring 2	Component One Section B: Video Games and Radio Assessment: Exam focus- Section B	Component Two Section B: Music video & online media Assessment: Mock exam	Component Two Section A: Television Assessment: Exam focus	Revision of all topics/exam practice Assessment: Mock exam
Summer 1	Component Two Section A: TV genre Assessment- Practical –Pilot	Revision of all topics/exam practice	Component Two Section B: Magazines Assessment: -magazine Design	Revision of all topics/exam practice
Summer 2	Component Two Section A: TV genre Assessment- mock exam		Component 3 NEA Assessment: Mock exam	