

Media Studies: KS5 Curriculum Vision

Nobel students should become active and critical audiences of the mass media through their study at CTEC level. The Nobel Media department want students to take responsibility for their Media consumption habits and help them understand the effects of their choices.



YEAR 12

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| <p>Autumn Term:</p> <p>Unit 1 – Media products and Audiences</p> <p>Students will develop their understanding of how different media institutions operate in order to create products that will appeal to specific target audiences.</p> | <p>Externally examined assessment</p> |
| <p>Autumn & Spring Term:</p> <p>Unit 20 – Advertising media</p> <p>Plan an advertising campaign for a product or service, creating original media components for incorporating into a campaign.</p> | <p>Coursework</p> <p>Moderated externally</p> |
| <p>Spring & Summer Term:</p> <p>Unit 21 – Plan and deliver a pitch for a media product</p> <p>Students generate ideas for their own audio-visual media product for one piece of their coursework.</p> | <p>Coursework</p> <p>Moderated externally</p> |
| <p>Summer Term:</p> <p>Unit 22– Scripting for media products</p> <p>Generate a range of ideas and produce a script for a media product, in response to a client brief.</p> | <p>Coursework</p> <p>Moderated externally</p> |

YEAR 13

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| <p>Autumn Term:</p> <p>Unit 2 – Pre-production and planning</p> <p>Students will understand the pre-production process the creative media industry follows when creating a product.</p> | <p>Externally examined assessment</p> |
| <p>Autumn & Spring Term:</p> <p>Unit 3 – Create a media product</p> <p>Produce an audio-visual media product following a client brief.</p> | <p>Coursework</p> <p>Moderated externally</p> |

Media enables us to:

- see what has gone into making us the way we are
- define our own place in the world
- understand the workings of our immediate world, and our individual places in it
- enjoy sources of modern culture and entertainment
- learn and use critical thinking skills
- explore the major industries that are inextricably involved in commerce
- communicate with each other