



Media Department Curriculum Map

Curriculum Intent Overview

By the end of KS4, students will have developed a secure understanding of the media industry and the ways media products are created to target audiences and communicate meaning. Students will understand key media concepts including audience, purpose, representation, genre, narrative and media language across print, audio-visual and interactive sectors. They will be able to investigate and analyse media products using accurate subject terminology and apply their understanding in both written and practical contexts.

Students will also develop technical production skills using Adobe Photoshop and print design conventions to create effective media products in response to client briefs. They will be able to plan, design, refine and evaluate media products independently while considering audience needs and industry conventions. Through Components 2 and 3, students will gain confidence in responding creatively and professionally to vocational-style briefs and working within timed assessment conditions.

Students will develop knowledge of:

- Media sectors and industries
- Audience demographics and targeting
- Media language and codes/conventions
- Representation and stereotypes
- Genre conventions and narrative structures
- Print, audio-visual and interactive media forms
- Production techniques used in film and print media
- Adobe Photoshop tools and workflows
- Layout, typography, branding and visual hierarchy
- Pre-production planning and production processes

Students will develop disciplinary skills including:

- Investigating and comparing media products
- Analysing production techniques and audience impact
- Applying media terminology accurately
- Structured analytical and evaluative writing
- Research and planning skills
- Digital image editing and page layout design
- Responding to media briefs creatively and independently
- Reviewing and refining practical work

The curriculum exposes students to a broad range of contemporary and historical media products across different sectors and audiences. Students explore how media products reflect social values, cultural issues and representation in society. Film, advertising, magazines, digital media and interactive products are used to help students understand how media influences attitudes, identity and communication. By engaging with real-world media texts and industry-style briefs, students develop awareness of the creative industries and gain insight into careers within media, marketing, graphic design, publishing, film and digital production. The curriculum also develops digital literacy, communication, teamwork and creative problem-solving skills which are transferable beyond the classroom.

The curriculum provides a strong foundation for progression into:

Level 3 BTEC Creative Media Production

A-Level Media Studies

Film Studies

Graphic Design and Digital Media courses

Apprenticeships within creative industries

Students develop both academic and vocational skills including independent research, analytical writing, digital production, planning and evaluation. The combination of theory and practical production prepares students for further study and employment within the rapidly growing creative and digital sectors.

What a Distinction / Grade 7 student looks like: Students independently apply accurate media terminology, analyse media products in detail, create technically proficient practical products and respond effectively to media briefs and audiences.							
	HT1	HT2	HT3	HT4	HT5	HT6	Assessment Criteria
Year 7	Unit: Knowledge: Skills: Prior/Future links: Assessment:	Unit: Knowledge: Skills: Prior/Future links: Assessment:	Unit: Knowledge: Skills: Prior/Future links: Assessment:	Unit: Knowledge: Skills: Prior/Future links: Assessment:	Unit: Knowledge: Skills: Prior/Future links: Assessment:	Unit: Knowledge: Skills: Prior/Future links: Assessment:	By end of year pupils can... (Link to Grade 7/B)
Year 8	Unit: Knowledge: Skills: Prior/Future links: Assessment:	Unit: Knowledge: Skills: Prior/Future links: Assessment:	Unit: Knowledge: Skills: Prior/Future links: Assessment:	Unit: Knowledge: Skills: Prior/Future links: Assessment:	Unit: Knowledge: Skills: Prior/Future links: Assessment:	Unit: Knowledge: Skills: Prior/Future links: Assessment:	By end of year pupils can... (Link to Grade 7/B)
Year 9	Unit: Knowledge: Skills: Prior/Future links: Assessment:	Unit: Knowledge: Skills: Prior/Future links: Assessment:	Unit: Knowledge: Skills: Prior/Future links: Assessment:	Unit: Knowledge: Skills: Prior/Future links: Assessment:	Unit: Knowledge: Skills: Prior/Future links: Assessment:	Unit: Knowledge: Skills: Prior/Future links: Assessment:	By end of year pupils can... (Link to Grade 7/B)
Year 10	Unit: Introduction to Media Knowledge: - Media sectors - Audience - Purpose - Genre Skills: - Identify conventions - Use media terminology Prior/Future links: - Foundation for Component 1 Assessment: Retrieval quizzes through Do Now Tasks every lesson	Unit: Component 1 Task 1 – Investigating Media Products Knowledge: - Print, audio-visual and interactive sectors - Target audience - Representation - Media ownership Skills: - Compare media products - Investigate audience appeal Prior/Future links: - Builds analytical understanding for Task 2 Assessment: Retrieval quizzes through Do Now Tasks every lesson	Unit: Component 1 Task 2 – Analysing Media Products Knowledge: - Film production techniques - Editing - Sound - Lighting Skills: - Analyse extracts using terminology - Structured analytical writing Prior/Future links: - Preparation for external assessment Assessment: Mock external assessment	Unit: Component 1 Revision and External Assessment Knowledge: - Audience theory - Representation - Genre conventions Skills: - Respond to exam-style questions independently Prior/Future links: - Consolidates Component 1 knowledge Assessment:	Unit: Photoshop Foundations Knowledge: - Layers - Typography - Colour theory Skills: - Use Photoshop tools - Edit images Prior/Future links: - Transition into Component 2 Assessment:	Unit: Component 2 Skills Development Knowledge: - Magazine conventions - Branding - Layout Skills: - Create print products - Apply layout conventions Prior/Future links: - Preparation for Component 2 in Year 11 Assessment:	By end of year pupils can: - Investigate media products across sectors - Analyse film production techniques using accurate terminology - Apply foundational Photoshop and print production skills Assessment: - Retrieval quizzes - Comparative investigation - Timed analytical responses - Mock external assessment - Practical Photoshop mini-projects

	WCF: Media sectors, concepts and theories	WCF					
Year 11	Unit: Component 2 – Responding to a Brief	Unit: Component 2 Controlled Assessment	Unit: Component 3 Preparation	Unit: Component 3 Production	Unit: Component 3 External Assessment	GCSE EXAM PERIOD	By end of year pupils can: - Respond effectively to media briefs - Produce technically proficient print products - Apply analytical and practical skills synoptically Assessment: - Draft reviews - Component 2 submission - Mock synoptic tasks - External assessment
	Knowledge: - Audience needs - Production planning - Branding	Knowledge: - Refinement of ideas Log - Evaluation - Production workflow	Knowledge: - Pre-production documents - Audience targeting	Knowledge: - Branding - Design principles	Knowledge: - Integrated course knowledge		
	Skills: - Research and create print products	Skills: - Finalise products independently	Skills: - Interpret briefs - Generate ideas	Skills: - Produce print products independently	Skills: - Work independently under timed conditions		
	Prior/Future links: - Builds from Year 10 Photoshop skills	Prior/Future links: - Preparation for Component 3	Prior/Future links: - Synoptic preparation for Unit 3 drawing on knowledge and skills developed in Component 1 and 2.	Prior/Future links: - Consolidates Photoshop skills	Prior/Future links: - Preparation for KS5		
	Assessment:	Assessment:	Assessment:	Assessment:	Assessment:	Assessment:	Assessment:
Year 12	Unit: Knowledge: Skills: Prior/Future links:	Unit: Knowledge: Skills: Prior/Future links:	Unit: Knowledge: Skills: Prior/Future links:	Unit: Knowledge: Skills: Prior/Future links:	Unit: Knowledge: Skills: Prior/Future links:	Unit: Knowledge: Skills: Prior/Future links:	By end of year pupils can... (Link to Grade 7/B)
	Assessment:	Assessment:	Assessment:	Assessment:	Assessment:	Assessment:	
Year 13	Unit: Knowledge: Skills: Prior/Future links:	Unit: Knowledge: Skills: Prior/Future links:	Unit: Knowledge: Skills: Prior/Future links:	Unit: Knowledge: Skills: Prior/Future links:	Unit: Knowledge: Skills: Prior/Future links:	Unit: Knowledge: Skills: Prior/Future links:	By end of year pupils can... (Link to Grade 7/B)
	Assessment:	Assessment:	Assessment:	Assessment:	Assessment:	Assessment:	