

GCSE Media Year 10 Curriculum Overview

What is the Year 10 Creative iMedia curriculum aiming to achieve?		
What do we want our Year 10 Creative iMedia students to be like?	How are we building on prior learning?	How can parents/carers support their child's learning?
<ul style="list-style-type: none"> Understand how to analyse a media product Understand how to work to a client brief with a target audience Be good reflective learners Understand the concept of project management and be good at meeting deadlines 	<ul style="list-style-type: none"> Building upon creating an end product from a client brief Develop student evaluation skills Link in audience impact with intended meaning 	<ul style="list-style-type: none"> Encourage students to use IT programs available outside of lesson Encourage students to explore and trouble shoot when using IT devices Talk to students about the how different media forms are suitable for different users/uses Discuss key messages within media that is consumed

How are we organising the Year 10 Creative iMedia curriculum?						
	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Topics	Introduction to media How to explore ideas and how to analyse meaning.	Media language: investigating how different media forms communicate messages, looking at denotation and connotation of content.	Audience address within print products.	NEA coursework introduction.	NEW Production and Project management.	How successful is the produced media product.
Threshold Concepts	Course concepts: LAIR. Codes and conventions of media products.	How representation is achieved within audio visual and audio products.	How the News meet audience needs. Media language within music magazines.	Interpretation of the Client brief to allow detailed analysis of the intended audience.	Reconsider client requirements, audience requirements and analyse how the media product communicates.	Critically evaluate the product.
Skills	Analysis of media products and how meaning is achieved.	Analyse denotation and connotation.	Application of media language, audience and representation in ideas generating to meet a client brief.	Research to consolidate ideas around mode of address and language to the audience. Students consider representation within their designs.	Combine skills learned in order to produce a successful product suitable for a given brief.	Reconsider client requirements, audience requirements and analyse how the media product communicates.
Enrichment within the curriculum	Students will have the opportunity to student a range of media products and apply core principles to their impact. Students also enhance their design skills using a range of industry software thus boost their career prospects.					
Cross curricular links	<ul style="list-style-type: none"> Within each unit of work, students have the opportunity to receive feedback to develop their work, and develop their evaluation skills. Within most units of work, students have the opportunity to develop their use of technical vocabulary. 					
Extra-curricular opportunities	Students can make a positive impact within our school community at open evenings and options evening. Support is also available during Wednesday lunch times. Revision café and catch up sessions are also provided in a targeted nature.					

What are the intended outcomes of the Year 10 GCSE Media curriculum?						
	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Opportunities to show progress (Assessments)	Exploration of media language.	Representation within a range of media forms.	Focused look at print products and how they address audience needs.	Application of knowledge to the NEA.	A core focus on the design of their idea to meet a client brief.	Evaluation, marking and feedback.
Impact on personal development (SMSC)	<i>Students develop their resilience to approaching tasks where interpretation of a media product/brief is required and there is not necessarily a right or wrong answer. They consider the design of products and how these products meet the brief and whether they are fit for purpose. Being able to review their own work enables students to focus on what went well and even better if.</i>					
Preparation for the next stage of education	<i>Year 10 GCSE Media students follow a set course structure, which is also followed in Year 11. Year 10 allows students to understand the core principles of LAIR (language, Audience, representation and Institution) by looking at specific media products, before taking a broader look in year 11 whereby they also examine the context within the industry and the impact this has.</i>					