



**Cardinal
Newman**
CATHOLIC SCHOOL

Media

Curriculum Area: Media

*Be doers of the word, and not merely hearers who deceive themselves.
James 1:22*

Curriculum Intent

Media Studies will encourage students to develop and enhance their enjoyment and appreciation of the media and its role in their daily lives. They will develop a critical understanding of the media through an engagement with media products and concepts and through creative application of practical skills by exploring production processes, technologies and other relevant contexts. They will become independent in research skills and in their application of their practical work in developing their own views and interpretations and becoming critically autonomous.

Curriculum Overview:

	Year 9	10 GCSE	10 CNAT	11 GCSE	11 BTEC	Year 12	Year 13
Half term 1	Introduction to key concepts	Component 1: Section A & B – Advertising and marketing	Creative iMedia in the Media Industry	Component 2: Section A - Crime Drama *Contingency - Component 3 NEA*	Component 2: Developing Digital Media Production Skills Learning Aim A	Component 1: Section A & B – Advertising & Marketing	Component 2: Section A & B – TV and Magazines *Contingency - Component 3 NEA*

Half term 2	Advertising	Component 1: Section A Advertising	Creative iMedia in the Media Industry	Component 2: Section A & B - Crime Drama & Music Video	Component 2: Developing Digital Media Production Skills Learning Aim B&C	Component 1: Section B – Film industry & radio	Component 2: Section A & B – TV and Magazines
Half term 3	Film marketing	Component 1: Section A & B Newspapers	Creative iMedia in the Media Industry	Component 2 – Section A Crime Drama & Section B Music Video	Component 3: Create a Media Product in Response to a Brief Activity 1	Component 1: Section A & B - newspapers	Component 2: Section C – Online Media
Half term 4	Magazines	Component 1: Section B Radio and Video games	Creative iMedia in the Media Industry	Component 1 – Section A & B - revision	Component 3: Create a Media Product in Response to a Brief Activity 2	Component 1: Section A & B – Music videos and Video Games	Component 2: Section C – Online Media & Component 2 revision
Half term 5	Music Videos	Component 3: NEA	Visual Imaging and Digital Identity	Component 1 & 2 revision	Component 3: Create a Media Product in Response to a Brief Activity 3	Component 3: NEA	Component 1 & 2 revision
Half term 6	Music Videos	Component 3: NEA	Visual Imaging and Digital Identity			Component 3: NEA	

Subject Specific Information

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