

Year 9 Media	Subject Intent	We want our students to be confident critical thinkers and communicators of the world around them as the media has a real relevance and importance in their lives today. Our curriculum aims to challenge and inspire pupils thinking to question influences, messages, and meanings of the media. Our curriculum improves pupil's communication skills, literacy, creativity, and analytical skills. This is evident through pupil's study of media products focussing on the media industry, audiences and the of use of images, sounds, language, and representations to create meaning. Pupil's will be confident in these key skills of critical thinking, analysing, and creating media products. These key exam skills are embedded in all that we do.		
	KS3 Subject Narrative	Our KS3 curriculum is blended of topic and project based. The key skills of analysing images, creativity and creating media products are built into each topic and brief driven projects. Pupils are assessed termly on these key skills as well as their project-based work where they work from a brief. Students are introduced to key terminology in each topic and project so that by the end of KS3 students are confident in understanding these terms.		
	Routine Assessment Strategies	KS3 topics and knowledge provide the foundation for years 10 and 11 to build upon. This is built upon through set media products within the key areas of 1. Exploring the Media, 2. Understanding Media Forms and Products, 3. Creating Media Products . We have sequenced our curriculum to allow skill progression by examining a range of media forms which develops pupils' analytical skills in media language, media audiences and representations – age, gender, race, and issues. There will be a Strength, Action, Response task for each term that will focus on implementation of practical skills and knowledge.		
Year 9 Media	WHY THIS, WHY NOW?	Autumn Term – Introduction to Media Language, Camera shots & Music Videos Film posters	Spring Term – Advertising and Marketing create advert – print or moving image	Summer Term- Stop Frame Animation Production & Evaluation Skills
	Enquiry questions	<ul style="list-style-type: none"> What is genre, mise en scene and media representation? How are social groups such as teenagers represented in the media? 	<ul style="list-style-type: none"> How does advertising and marketing influence our thinking? How can you promote a brand successfully to a targeted audience? 	<ul style="list-style-type: none"> Can you respond to a media product brief? Can you apply knowledge to both practical and analytical skills to create a media production?
	Key Subject Knowledge	<ul style="list-style-type: none"> Know camera shots and the effect of them on an audience Describing meaning messages through various mise en scene's Giving opinions and justifications for representations of social groups via the media 	<ul style="list-style-type: none"> Know aspects of media audiences, such as targeting and categorisation, consumption and use on audiences. Apply understanding of key advertising conventions to a media product 	<ul style="list-style-type: none"> Apply their knowledge and understanding of media language and representation to an individual media production for an intended audience in response to a brief Reflect and evaluate the positives and negatives of meeting the brief of the production process
	Subject Competencies	<ul style="list-style-type: none"> Remember key terminology such as genre, conventions, mise en scene and applying to media forms Designing and creating ideas for a media product 	<ul style="list-style-type: none"> Investigating and developing opinions around key themes of the online media. Use a range of skills, techniques, and media software to create print/video products 	<ul style="list-style-type: none"> Apply key technical skills using software through cameras and video editing Develop storyboards, scripts, and plans
	Summative Assessments (high stakes assessments which test cumulative knowledge)	<ul style="list-style-type: none"> Formative assessments in class such as verbal feedback, quizzes, and written tasks 	<ul style="list-style-type: none"> Mid-year summative assessment covering Year 9 content to date Pupils create one SAR formative assessment in designing a Film Poster 	<ul style="list-style-type: none"> End of Year assessment focussing on Year 9 key knowledge, skills, and animation focus Pupils create one SAR formative assessment in stop frame animation production processes.
	How do we pave the way for future study?	<ul style="list-style-type: none"> Developing analytical skills for set media forms such as print media products essential for GCSE These are the key areas of the foundations to fundamental GCSE Media Studies. 	<ul style="list-style-type: none"> Building awareness and understanding of how advertising and marketing influences society. Experimenting with media programs to build practical skills a key requirement in GCSE. 	<ul style="list-style-type: none"> Further develops expertise in how to respond to a set brief, a key requirement in GCSE Develops proficiency in using a range of media software programs to create a finished media product.

