

## Media Curriculum Vision, Aims and Overview

At Harefield School, our Media curriculum aims to cultivate a generation of informed and creative individuals who will be equipped with the analytical skills necessary to navigate the increasingly complex media landscape. This curriculum will empower students to critically engage with various forms of media, understanding their social, cultural and political implications. Through individual projects and collaborative tasks, students will explore both traditional and digital media. Students will hone their abilities to not only analyse existing media but also create original content that resonates with diverse audiences. Emphasis will be placed on fostering creativity, encouraging learners to experiment with different media forms.

### Key aims of Media at Harefield School

- **Demonstrate skills of enquiry, critical thinking, decision-making and analysis:** Develop students' ability to engage with alternative ideas and generate their own responses
- **Develop appreciation and critical understanding of the media and their role both historically and currently in society, culture and politics**
- **Understand and apply specialist subject-specific terminology to analyse and compare media products and the contexts in which they are produced and consumed:** Equip students with the tools to make informed arguments, reach substantiated judgements and draw conclusions about media issues
- **Appreciate how theoretical understanding supports practice and practice supports theoretical understanding:** Instil an awareness of different theories and how they can contribute to meaning
- **Develop practical skills by providing opportunities for creative media production:** Provide hands-on experience with a range of formats, and technologies to build competence in both traditional and modern design and editing methods

	Year 10	Year 11
Autumn 1	<p><b>Film Marketing</b></p> <ul style="list-style-type: none"> <li>● Media Language</li> <li>● Representations</li> <li>● Media context</li> </ul>	<p><b>Television</b></p> <ul style="list-style-type: none"> <li>● Media Language</li> <li>● Representation</li> <li>● Media industries</li> <li>● Media audiences</li> <li>● Media contexts</li> </ul>
	<p><b>Magazines</b></p> <ul style="list-style-type: none"> <li>● Media Language</li> <li>● Representations</li> <li>● Media context</li> </ul>	<p><b>Music video</b></p> <ul style="list-style-type: none"> <li>● Media Language</li> <li>● Representation</li> <li>● Media industries</li> <li>● Media audiences</li> <li>● Media contexts</li> </ul>
Autumn 2	<p><b>Film</b></p> <ul style="list-style-type: none"> <li>● Media industries</li> </ul>	<p><b>C2 skills</b></p>

<p><b>Spring 1</b></p>	<p><b>Newspapers</b></p> <ul style="list-style-type: none"> <li>● Media Language</li> <li>● Representation</li> <li>● Media industries</li> <li>● Media audiences</li> <li>● Media contexts</li> </ul>	<p><b>C3</b></p> <ul style="list-style-type: none"> <li>● Create media products for an intended audience</li> <li>● Apply knowledge and understanding of the theoretical framework of media to communicate meaning.</li> </ul>
<p><b>Spring 2</b></p>	<p><b>Advertising</b></p> <ul style="list-style-type: none"> <li>● Media Language</li> <li>● Representation</li> <li>● Media context</li> </ul>	
<p><b>Summer 1</b></p>	<p><b>Video games</b></p> <ul style="list-style-type: none"> <li>● Media industries</li> <li>● Media audiences</li> </ul>	<p><b>C1&amp; C2 revision</b></p>
	<p><b>Radio</b></p> <ul style="list-style-type: none"> <li>● Media Industries</li> <li>● Media audiences</li> <li>● Media context</li> </ul>	
<p><b>Summer 2</b></p>	<p><b>C1 skills</b></p>	