



STANGROUND ACADEMY

MEDIA STUDIES - INTENT

Creativity is the core skill found at the center of our Media curriculum and a key skill which we believe not only helps learners develop their talents but also their independence. Within the media industry, many jobs are freelance and therefore it is vital for our students to be able to **work independently** and create a portfolio of work to showcase their ability. **STARS: Aspirational/resilience**

We **value and encourage the imaginative viewpoints and artistic talent in all of our learners**, fostering these innovative approaches into both analytical and production work. By using creative approaches to learning and exploration, we believe learners gain a greater understanding of the practical skills which are used by the media industry to target and appeal to a range of audiences. This approach is more in line with current industries, producing work for clients to a specific brief with professional level outcomes. **STARS: Aspirational**

We aim to **foster curiosity** about the ways in which this has been designed and presented to the world. **The ability to question and interrogate** the construction of a media product will enable our students to consider the effect on the audience, their design and construction and thus in turn, create a better quality of media product. Studying the media not only enables learners to understand the ways in which products are designed to appeal to different groups of people but also how they can be manipulated to have a negative impact on the audiences that use them. **Our students live in a culturally diverse community and as such develop greater empathy to those they live amongst, becoming more understanding and accepting to difference in society.** In addition, learning to read both widely and critically can encourage interrogation and examination of the information we are presented with to develop independent ideas, opinions and viewpoints. **STARS: Aspirational/teachable/sociable**

Our course is designed to encourage **innovation** from all learners, applying creative approaches to exploring, analyzing, evaluating, and constructing media products. Through a combination of practical innovation and **productive problem solving** we aim to prepare our students to **develop the life skills required to effectively read, understand, analyse and construct** a range of digital media texts. It is our intention to support our students in becoming more knowledgeable about our digitally driven world, the bias of the media and the critical skills required to effectively navigate this. Technology is developing faster than ever and enabling our young people to communicate in new ways - it is essential that they can understand and interpret the various information streams that they are presented with.

By developing these skills, we believe that they can develop a more reasoned approach towards the ways in which society is involved in constructing, impacting and adapting the media we access every day.

Key stage 4 - Our students will be studying the BTEC Technical Award in Digital Media Production which gives them a comprehensive overview of both practical and theoretical knowledge which is then applied to practical projects that demonstrate their understanding and creativity and develop their digital skills. This offers the students the best of both worlds and supports students looking to go into further vocational course (e.g. apprenticeships) by giving them a foundation of knowledge and an introduction to industry level programs and software.

Key Stage 5 - Our students study OCR Level 3 extended certificate in Media Production, which further develops their practical skills and understanding by giving them the **opportunity to work with real life clients, experience of working to a deadline and meeting a brief, the opportunity to create professional industry level work and to develop a portfolio of work to showcase their skills and talents for either university or directly into the industry.** **STARS: Aspirational**