

Media BTEC at Samuel Whitbread Academy

Intent	<p>Many consider the media industry to be the main cultural innovation of the 20th century and a major art form of the last hundred years. Through media, as a medium, we have the ability to connect audiences on a global scale, inspiring a plethora of responses from the emotional to the reflective. This shared experience of submerging into a diegesis and engaging with media texts, together; encourages empathy and respect, and provides an increased understanding of diversity.</p> <p>BTEC Media Studies consequently makes an important contribution to the curriculum, offering students the opportunity to investigate the signs and symbols present within a plethora of Media products; and question the literal and symbolic meaning represented, as well as an analysing product more broadly as an aesthetic medium.</p> <p>Our course is designed to introduce learners to a wide variety of media texts, with a specific focus on genre films, in order to broaden their knowledge and understanding of generic codes and conventions, alongside social, political, ideological and historical contexts and technological advancements. Additionally, students learn the fundamental processes undertaken, when constructing media texts; with a focus on pre-production, production and post-production processes. Our curriculum intends to empower students with the ability to critically analyse and provides them with the opportunity to create meaning for themselves, developing their burgeoning technical and creative skills whilst undertaking culturally rich production- based experiences, in the local community.</p>
Implementation	<p>BTEC Creative Digital Media at Samuel Whitbread Academy is made up of four units, as set out by our examining body; Pearson. The first two units are both internally assessed synoptic coursework units. Unit 10 focuses on Film, looking specifically at genre films, providing students with the knowledge and understanding of how films subvert or conform to genre conventions. Unit 4 is a practical unit, whereby students produce their own pre-production portfolio in preparation for them producing their own short genre film.</p> <p>Unit 1 and Unit 8 are both externally assessed exam units. Unit 1 explores media representations, and is assessed at the end of Year 13 via an on-screen exam. Unit 8 requires to students to respond to a commission in accordance to a brief provided by the exam board.</p> <p>Critical discussion and questioning are key within every lesson, to ensure the development of student ideas and analysis. Students will undertake a variety of questions tasks, both independently and in small groups, to encourage teamwork and ingenuity. At Samuel Whitbread Academy, we also have a key focus on developing student literacy and reading skills. Each lesson will feature a plethora of new subject-specific terms, alongside broader synonyms and antonyms, to enrich our students' vocabulary. We have also developed several acronyms designed to illuminate our students extended writing, with a specific focus on their phraseology. Moreover, lessons are regularly based upon challenging and specific reading tasks to be used as a learning tool. Home learning and remote learning follows this same theme, with all subject material for Film Studies highly accessible for students through Google Classroom.</p> <p>We aim to ensure students get the best possible opportunity to build on their learning inside and outside the classroom, and therefore our department's homework strategy is based on recall, retrieving knowledge already visited, and wider research which enriches their experiences at Sixth Form.</p>

Implementation	Key Stage 5: Year 12	<p>BTEC Media in Year 12 is dedicated to the completion of the internally assessed coursework units. Students begin the course by undertaking Unit 10 which explores fictional genre films. Students are taught the fundamentals of film analysis, before studying two case study films: <i>Shutter Island</i> and <i>Chicago</i>. From these case studies, students then undertake their own research looking into genre films before completing their own genre analysis. For each of their chosen films, students depict their understanding of the genre as a whole, but offering their own analysis of a key scene.</p> <p>Students then move on to Unit 4, learning the fundamentals of pre-production. Students are taught the processes which are required to be completed, before any production work can take place. Students then use this knowledge and understanding to produce their own portfolio folder, for a fictional genre film. This project entwines their prior knowledge from unit 10 and unit 4, and is assessed via a synoptic assignment brief.</p> <p>After completing their portfolios, students then work in small groups to produce the content for the fictional films, and then edit this footage together using our Adobe editing suite. At the end of this project, students are required to reflect on their production experiences and offer a detailed report analysing the strengths and weaknesses of their production management.</p>
	Key Stage 5: Year 13	<p>In Year 13, students undertake the final two units of their course; both of these are externally assessed units. In Autumn term, students begin to learn about media representations, with a focus on how social class, age, gender, race and places are depicted in a plethora of media texts; ranging from magazines, film and TV, to music videos. Students discover how media texts are constructed and analyse how meaning is created, using a variety of theoretical frameworks to deepen their knowledge.</p> <p>The final unit of study is unit 8. This unit requires students to respond to a commission and produce a rationale, pitch, treatment and storyboard for an audio-visual project. This unit entwines prior subject knowledge from Year 12 and 13, allowing students to utilise their knowledge of genre films, portfolio planning and media representations, in order to complete their creative plans.</p>

Our Intent and Implementation aim to ensure that all BTEC Media students gain knowledge and understanding of how media texts have the power to bring people together, as well as developing the ability to evaluate and critically analyse media texts.

Students are regularly assessed to check their understanding and progress within each of the units they are taught in Key Stage 5.

Our assessments include:

- Regular assessments which are teacher marked.
- Fortnightly Prep Time work, including exam style questions.
- Mock exams in Year 13.

The Media department consistently and regularly provide feedback to our students through our KS5 folder scrutiny process, assessment-based questions, ensuring that all of our learners make progress.

One of the key ways we measure our success as a department, and for our students, is through the uptake of our subject at GCSE and A-Level, and those progressing to university and apprenticeship schemes in Film and Media related careers. The number of students taking a media related course is continuing to grow each year.

At Samuel Whitbread Academy, our success as a Media department relies on the enthusiasm students have for our subject, our lessons, and their voices are vital in our continuing growth.