



# William Edwards School

## Media Studies

### Department Curriculum Journey

The purpose of the curriculum:

1. To create literate, skilled communicators capable of discussing and analyzing a variety of Media Forms and their conventions.
2. To develop expertise in the language of media production in relation to Close Study Products and beyond with unseen Media texts.
3. To enable students to discuss the historical and social contexts of products and their impact on audiences past, present and future.
4. To create students capable of independent research, planning and production of their own media products whilst understanding the success criteria.
5. To make learners aware of further education and career opportunities in the Media Industry.

AS Level

Close Study Products  
2.5 hour exam  
1 Non exam assessment

A Level

Close Study Products  
2 hour exam x 2  
1 Non Exam Assessment

BTEC

Exploring Media Products  
Developing Media Skills  
Responding to a brief

AS and A Level  
available.  
BTEC Media Production  
available

KS5



Exams

6. Exam  
Preparation –  
All CSPs

Mock Exam 2/EBA:  
Focus on securing  
understanding of CSPs  
studied & elements of  
print media needed for  
NEA work.

1. Create three  
40–60 second  
radio adverts

2. Create a front page  
& double page  
feature for a celebrity  
gossip magazine.

Close study of the  
Theatrical  
Framework:  
Industry &  
Audience.



4. Radio:  
Radio 1 –  
1967 & Beats  
Radio CPS

5. Online, Social  
and Participatory  
Media & Video  
games

submission of  
NEC

Mock Exam 3/EBA:  
Focus on securing  
understanding of CSPs  
studied & all elements  
of the theoretical  
framework

In-depth study of the  
Theatrical Framework:  
L.I.A.R. securing skills  
developed across the  
course in prep. for  
Mock/EBA 2 & NEA work.



2. Newspaper:  
The Times &  
The Daily Mirror  
CPS



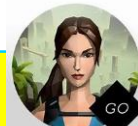
5. Create a two minute  
sequence for a new teen  
sci-fi drama.

4. Create a  
working  
homepage and  
one linked page  
for a website for  
a local radio  
station.

3. Create a front page  
& one other page for  
a tabloid newspaper.



- Technology and media products
- Codes and conventions
- perspectives on gender, social, cultural political significance
- Theories of narrative



Year  
11



KS4

- Global scale of film industry
- Framework: Industry
- Hollywood Blockbuster
- Digital age (exploitation)
- Distribution & exhibition



1. Film:  
I, Daniel Blake  
Dr. Strange CPS



Mock Exam Feedback:  
Focus on closing gaps in  
understanding of CSPs  
studied in year 10.

In-depth study of the Theatrical  
Framework: L.I.A.R. developing  
understanding of: genre, narrative,  
representations of reality, stereotypes,  
iconography, characters, setting etc.



3. Music Video:  
Arctic Monkeys  
One Direction  
CPS

4. Television:  
Doctor Who  
& Class CPS



5. Magazine:  
Tatler & Reveal  
CPS



Close study of the  
Theatrical Framework:  
Language &  
Representation

Mock Exam 1/EBA–  
Language &  
Representation:  
Unseen, OMO, Galaxy,  
Artic Monkeys, Dr  
Who & Class.



2. Advertising:  
OMO  
Represent  
Galaxy CPS

- Develop concepts of advertising
- Introduce Close Study Products
- Framework: Language & Representation

1. Introduction to  
key skills

Year 10

KS4

Pick  
GCSE  
Media

Following engagement with  
the Enterprise program,  
attend Year 9 Options  
Evening, speak to staff and  
current students

Following year 7,  
students engage with  
introductions to  
Media & Film studies  
as part of the  
Creative Curriculum.

Creative  
Curriculum T1

Creative  
Curriculum T3

Creative  
Curriculum T1

Creative  
Curriculum T3

Year 9

Creative  
Curriculum T2

Creative  
Curriculum T2

Year 8

In CC pupils continue to use and develop different  
creative skills. They explore their world critically through  
a range of different forms of media including: Art, News &  
Documentary, Marvel Comics & Films, Magazine.

Year 7

KS3

Pupils are introduced to media forms  
like: Newspapers, Magazines,  
Television, Film, Music, YouTube (etc.)  
in school and through life experience.

KS1/2

Pupils continue to explore media  
through the creation of forms like  
newspaper articles in English  
lessons. They will begin to  
develop skills of language analysis  
to support their media journey.

Engagement with creative media  
through use of technology /  
design & engagement with the  
arts