**MEDIA AT THE BOURNE ACADEMY**

**KS3 Graphics:**

The Graphics course at KS3 has been developed for students wishing to experiment creatively, but in a less traditionally artistic way. Addressing both illustrative and design skills using ICT and the Adobe creative suite. The course is structured into 2 units:

The 1st unit of the year being an introduction to the subject and all the elements that come with it such as computer manipulation, independent development and experimentation to produce a final product.

The 2nd unit of the year has been developed similar to a GCSE course, where students will be given a choice of 5 briefs to work independently under guidance, to develop and produce a final piece for. Giving student’s the perfect opportunity to work towards their strengths on the course and lay down the skills needed for students to take Media Studies at GCSE, learning strong design and ICT skills.

**Media Studies GCSE (AQA – Single Award):**

The GCSE Course has been designed to give students a taster of Media today and how it affects there every day lives. During the course students will learn to analyse various aspects of media and learn to develop these skills by creating their own media products as a result of their research. Areas of Media looked at during the course are:

* Music Video - Analysing and constructing music videos
* Film Promotion - Analysing existing film campaigns using the skills learnt to market and promote their own film ideas
* Magazine design – Looking at research, design and layout of magazines and using this create their own magazines.

Course work for the course is weighted at 65% with 35% weighted on a 1hr and ½ half exam paper at the end of year 11. The subject for this exam changes annually.

**Media Studies AS Level (WJEC):**

Media studies at AS level is an excellent extension of the skills learnt at GCSE covering the key skills of analysing Media in more depth and to a higher level. The course is available to students who have not taken Media Studies at GCSE, but a strong in interest in the subject is recommended. Students start the year learning core skills of Media using the textual analysis tool kit, analysing examples from print and audio visual aspects of the media industry looking at media representation and responses. After learning the textual analysis tool kit, students will learn specific case studies that will help prepare them for there exam.

Alongside learning the theory side of the media industry student learn to develop creatively learning media production processes which forms the course work element of the course. This is introduced to students in the form of developing a horror film campaign, but this can be adjusted to student’s interest of the industry.

The AS level is split into 50% course work and 50% exam. With the exam being a2 and ½ hours long and taking place at the end of Yr. 12. The subject for this exam changes annually and will be covered in the theory skills learnt on the course.

**Media Studies A Level (WJEC):**

Media studies at A level is a continuation of the skills learnt at AS level developing on from learning how to analyse media in various aspects covering 9 specific case studies in depth. Students need to complete AS Level and receive grade C or above in order to continue with the course at A level. Course content changes annually for the course to allow student to learn the most contemporary case studies for their exam, as the media industry is constantly evolving and changing.

Alongside learning the theory of the media industry students will learn to develop creatively learning media production processes which will form the course work element of the course. For Yr. 13 this is introduced as a self-developed project that will allow students to work towards there strengths and areas of media they have not developed before.

The second year of the A level forms 50% of the students total A Level with the students AS level grade contributing towards the other 50% of their A level. Resulting in the coursework and exam for Year 13 weighing at 25% each towards the total A level. The A level exam is 2 and ½ hours long taking place at the end of Yr. 13. The knowledge for this exam will be taught to students as 9 case studies throughout the year.

**Where Can Media Studies Lead You?**

The study of media can lead to many different path ways both creative and academic*.* By studying media students learn to develop valued opinions of the world today, learning to challenge and analyse different forms of media and what it is communicating. Creatively students learn design and production skills, opening up many career opportunities and further education courses both locally and nationally. As Bournemouth is the creative hub for Media in the UK both for education and industry. Careers open to students taking Media studies at A level could be any of the following: graphic design, games design, journalism, publishing, film directing and advertising. The A Level Media course at the Bourne Academy has strong links with the working media industry, and gives students the best chance to get involved with the industry that they love.

If you have any questions about the curriculum or about your child’s progress during the year, please email the Subject Leader james.kennedy@thebourneacademy.com