

### Why Study Media?

(OR should the question be, 'Why Not Study Media!')

The creative media industries are now the second largest sector of the UK economy. Generating a staggering £10 Million an hour. This is only set to grow after Brexit, with Pinewood Studios, having been booked for the next 11 years following the referendum. Regardless of your views on Brexit, the landscape of the UK economy is changing. It is time to educate your children about the creative media industries and how they are set to grow. To have the skills to understand Real News from the fake stuff. To change them from passive consumers of media, to active prosumers, contributing to the global village.

Understanding the media in today's world, in our view at Emmbrook, is an essential skill. Your children have grown up as digital natives, but they need the knowledge of the older generations to be able to harness its full potential.

We in the media department, aim to arm your students with the ability to reach their full creative digital potential, where every student can succeed through two pathways both Practical & Academic.

## Academic Media

### What topics will I study?

- Crime Drama – Luther & The Sweeney
- Advertising & Marketing
- Game Promotion
- Film Promotion & Marketing
- The News Industry.
- Representation of People, Place & Events.
- Audiences & Industry Theory.

### What activities will there be?

Opportunities to create your own multimedia products. You can choose from the following set briefs.

- Television & Online
- Magazine & Online
- Film Marketing
- Music Marketing

### What about after Key Stage 4? (Careers and College)

From this you can go on to study A-Level media studies, to refine your analytical and media knowledge. As well as enhancing your creative media production skills.

### How will I be assessed?

- Two Exam Papers (Exploring The Media & Understanding Media Forms & Products) worth 70% of final GCSE. (Assessed by Exam Board)
- Creating Media Products worth 30% of final GCSE. (Assessed By Teacher)

# MAKE YOURSELF EMPLOYABLE

### Media Facilities We Offer!



- Full Adobe Creative Cloud,
- Access to Professional Broadcasting Equipment,
- Green Screen Room,
- Opportunity to apply for In-House industry work experience programme via **SPACE**



## Vocational Media

### What topics will I study?

- **Digital Media Sectors & Audiences.\***
- **Planning & Pitching a Digital Media Product.\***
- Digital Moving Image Production.
- Digital Audio Production.
- Digital Publishing Production.
- Website Production.

\*These units are compulsory & taken by all students.

### What activities will there be?

- Creative your own TV/Film.
- Create your own Radio Advert/Radio Drama.
- Create your own Online Magazine.
- Create your own advertising campaign.
- Industry pitching classes.
- Practical Industry Skills.

### What about after Key Stage 4? (Careers and College)

- Continue to upgrade your vocational qualification at 6<sup>th</sup> Form & apply for in-house industry work experience programme.
- Enter into the creative industries or apply for an apprenticeship in the industry.

### How will I be assessed?

- Examined Unit: Responding to a Media Brief. **Note students only have two opportunities to pass this Unit.** (Assessed by Exam Board)
- A series of practical projects. (Teacher Assessed)