

Intent: What are we trying to achieve?

Subject Vision - Media

To acquire sector specific applied knowledge and skills within the creative media industry to enable students to bring their ideas to life.

Creative Media at Parklands aims to encourage creative thinking amongst students and develop their sense of individuality and creativity by exploring different media industries such as television and film and digital print production. As willing media consumers we want students to be able to identify what makes a good media product and what keeps an audience engaged. We want students to be bold and innovative and to be able to interpret their own ideas so that they can create media that successfully communicates to a mass audience.

Curious Learners

In a media saturated world students are encouraged to see beyond the gloss and drill down into what messages are intended in different media products. Students think like directors and explore the intricacies of moving image production. Every picture says a thousand words! Students are taught how to analyse for intent and then to design, manipulate and create through own digital graphics that will engage audiences.

Respectful Citizens

Students are encouraged to think pragmatically and anticipate the views of diverse audiences. Gender, socio-economic group, age, culture and lifestyle are used to segment audiences so that media products can be interpreted and created in a way that is respectful to the society that surrounds us.

Aspiration Individuals

The creative industries offers a wealth of opportunities. We want students to appreciate these opportunities and nurture their creativity within the subject so that they can develop a passion for the industry and aspire to taking the next steps in their journey be that further vocational study or an apprenticeship in the industry.

Motivated Achievers

Passion is a key component in being able to be consistently creative. We want students to enjoy their work and be empowered by the level of independence that the subject affords. Learners are motivated by their own independence and managing their own deadlines. The modular approach to coursework gives students a sense of achievement from the beginning of the course.

Key concepts that run through Media are:

Theory

- What engages an audience?
- How audiences are categorised to appeal directly to them?
- Genre and genre conventions

- Distinguishing between purposes of media products.
- Theory of narratives within media
- Theory of character representation within media
- Effective use of set and setting
- Theory of production techniques

Practical

- Practical film production techniques
- Practical digital editing techniques
- Typography
- Writing effective copy
- Interpreting a client brief
- Managing the production process.