

KS3 ICT Media Course Descriptors

Year 7 Media Studies – Developed Descriptors				
Topic	A	AT	T	Descriptors
Introduction to ICT Media				<ul style="list-style-type: none"> • Knowledge and Understanding: Shows a limited understanding of ICT concepts and needs support to apply them. • Skills: Uses basic software applications with support to solve simple problems. • Application: Produces basic digital products with limited features. • Evaluation: Gives simple evaluations of their work and others', with minimal constructive feedback.
Defining Media				<ul style="list-style-type: none"> • Knowledge of Different Media: Students should be familiar with various media forms, including television, film, radio, newspapers, magazines, and digital media. • Media Platforms: Understand the differences between traditional media platforms (e.g., print, broadcast) and new media platforms (e.g., social media, streaming services).
Using PowerPoint				<ul style="list-style-type: none"> • Knowledge and Understanding: Shows a limited understanding of ICT concepts and needs support to apply them. • Skills: Uses basic software applications with support to solve simple problems. • Application: Produces basic digital products with limited features. • Evaluation: Gives simple evaluations of their work and others', with minimal constructive feedback.
Representations in Media				<ul style="list-style-type: none"> • Understanding Representation: Recognise how media represents people, places, events, and issues. • Critical Thinking: Develop critical thinking skills to question and evaluate representations in the media, considering factors like stereotypes, bias, and ideology.
Using Excel				<ul style="list-style-type: none"> • Knowledge and Understanding: Shows a limited understanding of ICT concepts and needs support to apply them. • Skills: Uses basic software applications with support to solve simple problems. • Application: Produces basic digital products with limited features. • Evaluation: Gives simple evaluations of their work and others', with minimal constructive feedback.
Introduction to Media Production				<ul style="list-style-type: none"> • Creating Media: Develop practical skills by creating simple media products, such as a magazine cover, short video, or blog post. • Use of Technology: Learn to use basic media production tools and software, like video editing programs or graphic design tools.

Year 8 Media Studies – Developed Descriptors				
Topic	A	AT	T	Descriptors
Exploring Media Studies				<ul style="list-style-type: none"> • Terminology: Learn and use key media terminology, such as genre, codes, conventions, mise-en-scène, and narrative. • Analysis: Be able to analyse media texts, identifying how media language creates meaning.
Desktop Publishing Project				<ul style="list-style-type: none"> • Knowledge and Understanding: Understands basic ICT concepts and can apply them in familiar contexts. • Skills: Competent in using common software applications to solve straightforward problems. • Application: Creates digital products with some advanced features. • Evaluation: Provides basic evaluations of their work and others', with some constructive feedback.
Representations in Media				<ul style="list-style-type: none"> • Understanding Representation: Recognise how media represents people, places, events, and issues. • Critical Thinking: Develop critical thinking skills to question and evaluate representations in the media, considering factors like stereotypes, bias, and ideology.
MS Streams IT Project				<ul style="list-style-type: none"> • Knowledge and Understanding: Understands basic ICT concepts and can apply them in familiar contexts. • Skills: Competent in using common software applications to solve straightforward problems. • Application: Creates digital products with some advanced features. • Evaluation: Provides basic evaluations of their work and others', with some constructive feedback.
Understanding Media Audiences and Society				<ul style="list-style-type: none"> • Target Audience: Understand the concept of target audiences and how media products are designed to appeal to specific groups. • Audience Interaction: Explore how audiences interact with media, including passive and active consumption.
MS Streams IT Project				<ul style="list-style-type: none"> • Knowledge and Understanding: Understands basic ICT concepts and can apply them in familiar contexts. • Skills: Competent in using common software applications to solve straightforward problems. • Application: Creates digital products with some advanced features. • Evaluation: Provides basic evaluations of their work and others', with some constructive feedback.
Year 9 Media Studies – Developed Descriptors				
Topic	A	AT	T	Descriptors
Newspapers and ICT				<ul style="list-style-type: none"> • Knowledge and Understanding: Shows a good understanding of ICT concepts and can apply them in different situations. • Skills: Proficient in using a variety of software applications to address problems. • Application: Produces effective digital products with several advanced features.

			<ul style="list-style-type: none"> • Evaluation: Evaluates their work and others' work, offering constructive feedback.
Media Language and Semiotics			<ul style="list-style-type: none"> • Terminology: Learn and use key media terminology, such as genre, codes, conventions, mise-en-scène, and narrative. • Analysis: Be able to analyse media texts, identifying how media language creates meaning.
ICT and the Workplace			<ul style="list-style-type: none"> • Knowledge and Understanding: Shows a good understanding of ICT concepts and can apply them in different situations. • Skills: Proficient in using a variety of software applications to address problems. • Application: Produces effective digital products with several advanced features. • Evaluation: Evaluates their work and others' work, offering constructive feedback.
Representations in Media			<ul style="list-style-type: none"> • Understanding Representation: Recognise how media represents people, places, events, and issues. • Critical Thinking: Develop critical thinking skills to question and evaluate representations in the media, considering factors like stereotypes, bias, and ideology.
ICT and AI			<ul style="list-style-type: none"> • Knowledge and Understanding: Shows a good understanding of ICT concepts and can apply them in different situations. • Skills: Proficient in using a variety of software applications to address problems. • Application: Produces effective digital products with several advanced features. • Evaluation: Evaluates their work and others' work, offering constructive feedback.
Audience and Industry - Marketing and Advertising			<ul style="list-style-type: none"> • Target Audience: Understand the concept of target audiences and how media products are designed to appeal to specific groups. • Audience Interaction: Explore how audiences interact with media, including passive and active consumption. • Production Processes: Gain a basic understanding of how media products are created, including the roles of different professionals (e.g., directors, editors, journalists). • Media Ownership: Understand the impact of media ownership and regulation on content and distribution.
Advanced Media Production			<ul style="list-style-type: none"> • Creating Media: Develop practical skills by creating simple media products, such as a magazine cover, short video, or blog post. • Use of Technology: Learn to use basic media production tools and software, like video editing programs or graphic design tools.