

**HIGHAM LANE
SIXTH FORM**

Media



HIGHAM LANE SIXTH FORM - ACHIEVE - BELIEVE - SUCCEED

FAQs

What skills will I need and develop?

Media Studies is a subject you can take alongside any other A level or equivalent subject; it has crossover themes, topics, theorists and structure with many subjects. The most commonly taken subjects alongside Media Studies include: Business; Sociology; English Literature or Language, IT. We do, however, have students that combine Media with, Science, Psychology and many more. Really the choice is up to you, what's most important is choosing subjects that will make you happy.

Here at Higham Lane Sixth Form, Media Studies is an exciting course that allows students to demonstrate or develop their creative skills, as well as analytical skills accompanied by practical and theoretical work.

Studying media will give the opportunity to:

- Further develop your skills as an independent learner – An aspect of the course relies on you researching, planning and producing media texts that are original
- Allow you the freedom to be creative and interpretative
- Learn how to use new creative software, including Adobe Photoshop and Premier Pro, and web design software
- Learn away from the classroom environment
- Working as part of a team, developing initiative and responsibility.
- Understand media in a historical, social, cultural, economic and political context
- Develop critical evaluation skills
- Communication and representation of ideas
- Consider debates surrounding the media industry and how it continues to change the world we live in.

Assessment:

Component 1 - 35%

Media Products, Industries and Audiences.

You will apply the theoretical framework to the following media industries.

- Advertising and Marketing
- Film (cross media study)
- Music Video
- Newspapers
- Radio
- Video Games

Component 2 - 35%

Media Forms and Products in Depth.

You will study and apply your knowledge of the theoretical framework to the following Media Forms.

- Television
- Magazines
- Online, social and participatory media

Component 3 - 30%

Cross Media Production

For your non exam assessment (coursework) you will produce an Advertising and Marketing package that will include an audio-visual production (music video, short film or extended trailer) accompanied by a Print or Online product.

FAQs

What other subjects do students often take alongside Media Studies?

Media Studies is a subject you can take alongside any other A level or equivalent subject; it has crossover themes, topics, theorists and structure with many subjects.

The most commonly taken subjects alongside Media Studies include: Business; Sociology; English Lit or Lang, IT. We do, however, have students that combine Media with, Science, Psychology and many more. Really the choice is up to you, what's most important is choosing subjects that will make you happy.

Course Details:

Throughout the Media A Level you will be challenged to:

- Demonstrate knowledge and understanding of media concepts, contexts and debates using appropriate terminology
- Apply knowledge and understanding to show how meaning is created when analysing and evaluating media products and your own practical work
- Demonstrate the ability to plan and produce media products using appropriate technical conventions and creative skills
- Demonstrate the ability to undertake independent research and apply it to your own work

Learners study a range of media forms in terms of a theoretical framework which consists of media language, representation, media industries and audiences. The following forms are studied in depth through applying all areas of the framework: newspapers, magazines, television, online, social and participatory media. Advertising and marketing, film, music video, radio and video games are studied in relation to selected areas of the framework.

Other Learning Opportunities:

Media and Marketing roles within the Student Union

Where next with this course?

If you continue onto university an apprenticeship or go straight into employment, there are many career options for Media students.

Opportunities such as: Animation, Art Director, Audio and Video Equipment Technician, Author, Broadcaster, Camera Operator, Communication Specialist, Designer, Digital Media Specialist, Film/Video Editor, Graphic/Web Designer, Journalist, Managing Editor, Marketing Assistant, Multimedia Specialist, News Analysts, Photo Editor, Photographer, Producer, Production Manager, Proof-reader, Public Relations Specialist, Publicist, Radio Operator, Recording Engineer, Reporter, Social Media Specialist, Sound Mixer, Technical Producer, Technical Writer, Television Announcer, Videographer, Writer... to name but a few.

FAQs

Do I need my own equipment for Media Studies?

No. You can use your own equipment but the department also operates a camera hire system, and computer suites running the Adobe Creative Cloud programs (Adobe Photoshop, Adobe Premiere Pro etc). We have all the hardware and facilities you need to make your own high-quality media products.

For more information about
courses that are available at
Higham Lane Sixth Form,
please visit our website

