



Why we teach what we teach

Media allows students to understand the modern world around them. It determines our culture and by studying it students can interpret our world, our society and its values. Outside of the learning environment students will engage in a huge variety of different creative media industries, from cinema, to streaming sites, to gaming, to a variety of social media products. Our intent at Dallam School is to give students the opportunity to explore these industries in greater depth and to equip students with the skills needed to recognise the power the media industry has to influence individual behaviours, beliefs and attitudes across society.

At Dallam School, students will be able to explore the world of creative media through production, analysis, research, planning and practical skills to equip students with the communication and technology skills needed to succeed. We aim to encourage students to become engaged with the reasons why media is made and we hope to inspire a passion for engagement of a range of media products. Our aim is to motivate students whilst building on the development of their communication and teamwork skills, through decision making activities and giving them opportunity to practice problem-solving skills.

The media plays an important role in modern culture and its influence across the generations cannot be underestimated. We believe in an approach to learning that promotes tolerance and inclusion. Our aim is to inform and challenge beliefs and ideas with a focus on moral debate whilst challenging stereotypes. Students at Dallam School are in a prime position to be able to create what will for them become a deeply personal experience.

Core concepts	<ul style="list-style-type: none"> ➤ We want to inspire students to have a passion and appreciation for the media industries, while understanding the wider social value of the subject. ➤ We want to provide opportunity for students to understand how media is created, through the use of critical thinking and applying expert and creative solutions, to produce media pieces that are both creative and innovative. ➤ We want to encourage students to develop intrapersonal skills by working collaboratively to negotiate and influence within a group environment. Through this process we encourage students to practice self-presentation and self-evaluation. ➤ We want to encourage students to develop interpersonal skills, including self-management within creative production projects and time-management to meet deadlines. ➤ We want students to learn the value of adaptability and resilience through project management of production tasks within a group working environment. ➤ We encourage students to learn the value of transferable skills for employment and further education, including the ability to learn independently and the ability to research actively and methodically.
How our curriculum builds over time	<ul style="list-style-type: none"> ➤ We want to provide opportunity for students to understand how media is created, through the use of critical thinking and applying expert and creative solutions, to produce media pieces that are both creative and innovative. This skill set is embedded throughout our curriculum. ➤ We want to encourage students to develop intrapersonal skills by working collaboratively to negotiate and influence within a group environment. Through this process we want to encourage students to practice self-presentation and self-evaluation. We value team work throughout our courses. ➤ We want to encourage students to develop interpersonal skills, including self-management within creative production projects and time-management to meet deadlines. This includes the value of adaptability and resilience. ➤ We encourage students to learn the value of transferable skills for employment and further education, including the ability to learn independently and the ability to research actively and methodically.
Key ingredients of a lesson	<p>In media lessons, you will expect to see:</p> <ul style="list-style-type: none"> ➤ A safe environment where success is celebrated and less confident individuals feel brave enough to 'take a risk' without fear of getting it wrong. ➤ Passionate and enthusiastic teachers who love what they do and enjoy introducing students to the world of creative media industries. ➤ Students who are inquisitive, eager to learn and enjoy exploring new media concepts. ➤ Up to date pedagogy, including technology, to deliver the most relevant and engaging lessons at all key stages.

<p>How we assess the knowledge, understanding and skills of students</p>	<ul style="list-style-type: none"> ➤ Students are assessed informally through a mixture of questioning techniques such as 'no hands up' and 'cold calling'. ➤ Students are encouraged to share and demonstrate progress in practical work at suitable points and they engage in a mixture of teacher and peer verbal and written feedback. ➤ Summative assessment takes place through internally-assessed units which focus on research skills, production skills, and appraisal tasks and are marked using exam assessment criteria. ➤ Synoptic assessment takes place through externally assessed examinations which focus on a selection of skills, techniques, concepts, theories and knowledge from across the whole sector. ➤ Students self-reflect on their own learning and form targets listing how to improve and state how they are going to set about it
<p>How we provide cultural capital and extra-curricular opportunities</p>	<ul style="list-style-type: none"> ➤ Access to repertoire from a wide range of cultures and opportunity to study media from a wide range of backgrounds, including BAME and LGBTQ+ media producers and actors. ➤ The opportunity to explore media interest in the 'real world' through the use of client briefs, including learning how to pitch to a client and working within the remit of the client's specifications. ➤ The opportunity to explore creative media production skills, including workshops and interactive experiences. ➤ The opportunity to attend film clubs, in which allows for students to choose the films to study which mostly represents them as an individual.
<p>How we provide stretch and challenge enrichment</p>	<ul style="list-style-type: none"> ➤ Students with exceptional production ability are challenged further by being introduced to parts of increasing complexity. ➤ The use of tier 3 vocabulary will become routinely challenged with an expectancy that this is embedded to become the norm. ➤ Students will be encouraged to participate in further study at home or engage with extra-curricular opportunities. This includes specific reading lists so that students are accessing a full range of different media products, with a focus on those products looking at representation within the media. These can then be linked to our specific media theories we study across all of our courses.
<p>How we adapt our curriculum to meet the needs of all students</p>	<ul style="list-style-type: none"> ➤ We believe all students can succeed, no matter what the barriers may be. We strive to ensure our courses are inclusive for all. ➤ We encourage a positive learning environment in the classroom which is built on respect and support. We encourage all students to ask for help when required and to have the confidence to ensure they are always achieving their potential. ➤ Practical work can be scaffolded in a variety of ways: assessments can be broken down into smaller sections, production tasks can be simplified and subject terminology can be adapted and/or introduced in stages, allowing students to access all areas of the curriculum in a variety of different ways. The use of teacher modelling and demonstration is commonplace.
<p>How we link our subject knowledge to the world of work and further study</p>	<ul style="list-style-type: none"> ➤ We want to support students who aim to progress into higher education and employment in the media industries. ➤ We want to give students an opportunity to understand more about the scope of creative digital media production and develop knowledge about the creative media industries. ➤ We want students to develop an understanding of the media industry through analysing media representation. ➤ We want students to develop an understanding of pitching and producing media products, while inspiring creative and innovation. ➤ We want to encourage and inspire leading practitioners of the future.
<p>How we provide personal development for students</p>	<p>We aim to inspire them to be</p> <ul style="list-style-type: none"> ➤ Resilient ➤ Collaborative ➤ Able to work and communicate as part of a team ➤ Inquisitive about the world of music and be developing their own tastes and preferences ➤ Well-rounded individuals who are accepting of other people's cultures, beliefs and traditions <p>Above all, we want students to be confident enough to be themselves</p>