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| <p>Summer Term</p> | <p>Produce clearer written responses, with increasing structure and purpose.</p> <p>Show stronger awareness of how audiences respond to media.</p> <p>Begin to build the foundations for confident coursework planning eg. Collect relevant style models and analyse their use of media language and representation.</p> <p>Show growing confidence in theoretical application, with further consolidation needed.</p> <p>Write structured responses, beginning to develop depth and precision eg. Begin to use the SEAQL paragraph structure as a scaffold for longer form answers.</p> <p>Show some development in creativity and technical control in coursework eg. Produce coursework mock-ups which follow genre and media language conventions.</p> <p>Make some links between theory and media set products eg. Be able to explore the link</p> | <p>Demonstrate understanding of the relationship between media and audience.</p> <p>Show confidence when exploring representation, industry and context.</p> <p>Produce creative work that meets expectations for research and design eg. Use style models to create individual coursework exemplars which show a clear grasp of Neale's theory of repetition and difference.</p> <p>Apply media theories with clarity and relevance.</p> <p>Produce essays that are coherent, structured and analytical eg. Show the ability to apply different approaches to exam questions with skill and in depth such as the SEAQL structure.</p> <p>Demonstrate technical skill and thoughtful planning in coursework eg. Create coursework mock-ups which show understanding of codes and conventions as well as bringing an originality to the brief.</p> <p>Engage meaningfully with issues of representation, genre, and industry eg. Be able to confidently explore the relationship between industry theory and a variety of representation theories when analysing Vogue.</p> | <p>Make confident links between theory, practice and wider media debates.</p> <p>Display strong independent thinking and intellectual curiosity.</p> <p>Produce creative work which is ambitious and technically well-considered eg, show conceptual flair when producing coursework exemplars and respond to briefs with originality.</p> <p>Demonstrate depth, originality and confidence in all areas of the course.</p> <p>Produce analytical work that is well-argued, perceptive, and fluent eg. Show independence of approach (moving beyond the SEAQL scaffold) to write essays which show a developed line of argument.</p> <p>Produce coursework which reflects creativity, ambition and advanced planning skills eg. Produce mock-ups which show flair and the ability to create complex representations.</p> <p>Engage independently with wider theoretical and cultural contexts eg. Fully understand the relationship between social/ historical context and audience response to historical set products like Vogue.</p> |
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| | <p>between Van Zoonen's gender theory and The Big Issue.</p> <p>Begin to reflect thoughtfully on strengths and next steps.</p> | <p>Shows readiness for the demands of Year 13 through consistent progress.</p> | <p>Consistently exceed expectations and show potential for top-grade performance.</p> |
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