



Student Achievement 2016

Pass rate: 100% • A*-C Grades: 97%

The A Level Media Studies course introduces you to the academic study of the mass media, as well as helping you to develop a range of intellectual and practical skills.

Level Level 3

Specific Course Entry Requirements:

College entry (please refer to the Entry Requirements section page 24 for further details).

Exam Board: WJEC

What will I study?

In the first year, you will gain skills in analysing a wide range of media products, and gain an understanding of how visual, written and audio elements are used to create meaning and affect the target audience. You will also study how different groups are portrayed in the media, and will investigate a number of audience theories. For the coursework you will create an advertising campaign for a product of your choice; this will include a storyboard for a TV advertisement, along with print advertisements created using the department's specialist equipment.

In the second year, you will study a range of print and audio-visual products, considering issues around audience, marketing and production, as well as the artistic and technical aspects of the media.

For the coursework, you will undertake a research project on a media topic of your choice; this will allow you to

develop the type of skills which are highly regarded by universities and employers. For the other coursework assignment, you will be able to choose from a range of practical print-based projects, and to follow your own personal interests in the media.

How will I be assessed?

70% Examination

30% Coursework

Where will this course lead me?

The majority of our students progress to university each year; many of them take degree courses in Media or related areas, while others use their Media Studies A level to access a wide range of other degree courses.

While many students move into Media related careers such as journalism public relations and production, the skills and knowledge they develop on the course give them access to a much broader range of potential careers.

Official figures show that Media graduates do very well in the careers market: a Higher Education Statistics Agency survey showed that graduates from Media courses were more successful in finding employment within six months than those from a range of other disciplines.

What support will I receive?

Students are able to access the Media area of the college VLE which provides 24 hour access to resources. All individuals receive one to one support with their coursework, while additional lessons are also made available for students who will benefit from them. Students can access the department's computer suite during private study periods.

What is the department like?

There is a friendly, co-operative atmosphere in the department and tutors are always approachable and supportive. The departmental office is adjacent to the classrooms, so students can drop in and ask for help whenever necessary. Students are encouraged to work to the best of their ability, and a great deal of support is made available in order to enable you to achieve the highest grade possible.

Enrichment opportunities

Visit to Media City; project day at a local radio station, work with a BBC journalist.

Head of Department

Simon Anten

Tutors

Simon Anten

Catherine Morrison





St John Rigby College

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St John Rigby College reserves the right to make changes including courses offered, course content and entry requirements at any time.

