

Year 10	<i>Curriculum Checkpoints: What do students know and what can they do?</i>		
Media	Developing	Securing	Flourishing
Practical skills	Basic use of media language to communicate meanings such as narrative and design with some awareness of control of connotations	Satisfactory use of media language in the product to communicate meanings in an uncomplicated way with occasional control of connotations	A good use of media language in the product to communicate meanings in a reasonably complex way, with a good control of connotations, and to imply points of view
	Basic use of media language in the product to construct basic representations	Satisfactory use of media language in the product to construct uncomplicated representations	A good use of media language in the product to construct generally appropriate representation
	Occasionally address the target audience through mode of address and genre	Satisfactorily engage the target audience through genre and mode of address, there may be some inconsistency.	Good engagement of the intended audience through a mode of address which is appropriate and uses conventions generally relevant to the chosen form or genre
	Demonstrate a basic plan for use of codes and conventions to reach an intended audience.	Demonstrate a plan for a use of generally appropriate conventions and representations and satisfactory targeting of the intended audience	Demonstrate a plan for a reasonably consistent use of appropriate conventions and generally purposeful representations using subject specific terminology to target the intended audience
	Basic analysis of how media language communicates meanings with limited focus on connotations subject specific terminology.	Satisfactory analysis of how media language communicates meanings with general focus on connotations and generally appropriate subject specific terminology.	Good and reasonably detailed analysis of how media language communicates meanings with focus on connotations, intent, and appropriate subject specific terminology.

Knowledge and Understanding	Basic analysis with some description of how media representations are constructed using basic subject terminology.	Satisfactory analysis with some obvious aspects of how media representations are constructed using generally appropriate subject terminology to make reasonable judgements and conclusions.	Good analysis with some complex aspects of how media representations are constructed using appropriate subject terminology to make good reasoned judgements and conclusions.
	Basic knowledge of audiences in relation to the set products and how/ why they engage with media.	Satisfactory, generally accurate knowledge of audiences in relation to the set products and how/ why they engage with media with general use of subject specific terminology.	Good, accurate knowledge of audiences in relation to the set products and how/ why they engage with media with appropriate use of subject specific terminology.
	Basic knowledge of industry concepts and ideas with basic reference to set texts and subject specific terminology	Satisfactory knowledge of industry concepts and ideas with generally appropriate reference to set texts and subject specific terminology	Good and accurate knowledge of industry concepts and ideas with appropriate reference to set texts and subject specific terminology
	Basic knowledge of how contexts influence products	Satisfactory, generally accurate knowledge of how contexts influence products with some evidence to support ideas	Good and accurate knowledge of how contexts influence products with appropriate evidence to support ideas.

Excelling
An excellent use of media language in the product to communicate meanings in a complex way, such as through intertextuality and a purposeful control of connotations, and to construct points of view
An excellent use of media language in the product to construct purposeful, appropriate representations
Consistently engage the intended audience through a mode of address which is highly appropriate through excellent use of convention relevant to the chosen form or genre.
Demonstrate a plan for a consistent use of appropriate conventions and purposeful representations using appropriate subject specific terminology and clearly targeting the intended audience.
Excellent and detailed analysis of how media language communicates meanings with consistent focus on connotations, intent, and highly appropriate subject specific terminology.

Excellent analysis engaging with complex aspects of how media representations are constructed using highly appropriate subject terminology to make well- reasoned judgements and conclusions.

Excellent, detailed and accurate knowledge of audiences in relation to the set products and how/ why they engage with media with highly appropriate use of subject specific terminology.

Excellent, detailed and accurate knowledge of industry concepts and ideas with highly appropriate reference to set texts and subject specific terminology

Excellent, detailed and accurate knowledge of how contexts influence products with highly appropriate evidence to support ideas.