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| **Subject** | **Qualification** |
| **Creative Pathway (Business, Art and Media)** | **Three single A Level equivalent vocational subjects** |
| **Recommended Reading Materials** | **Recommended Websites** |
| * **Media** * Media Theory: Essential Guide. London: Routledge - Mark Dixon (2019). **ISBN:** 978-0-36714-543-9 * Representation. London: Sage - Stuart Hall (2012). **ISBN:** 978-1-84920-563-4 * **Business** * How Business Works - Dorling Hindersley * The Young Entrepreneur's Guide to Starting and Running A Business - Steve Mariotti * **Art** * The Story of Art - E H Gombrich * The Shock of the New (Art and the Century of Change) - Robert Hughes | * **Media** * [www.essentialmediatheory.com](http://www.essentialmediatheory.com/) – Downloadable resources on 19 key media A-Level theories * [www.englishandmedia.co.uk/media-magazine](http://www.englishandmedia.co.uk/media-magazine) – Monthly media magazine * **Business** * BBC Business News * Financial Times * **Art:**   <https://www.nationalgallery.org.uk/visiting/virtual-tours> - The National Gallery  <https://www.tate.org.uk/> - Tate |
| **Preparation Tasks** | **Recommended Research** |
| **Media**   * **Watch the following two clips** * The Take: <https://www.youtube.com/channel/UCVjsbqKtxkLt7bal4NWRjJQ> * Film Riot: <https://www.youtube.com/channel/UC6P24bhhCmMPOcujA9PKPTA>   **Business**   * What impact is the Coronavirus having on businesses? How must businesses plan for a recovery? * Study a business that is counter-cyclical, i.e. sales are rising, while many business’ sales are falling. What is the key to their success? How can they maintain and build on that success?   **Art**   * Observational drawing is the foundation of all Fine Art practice and needs to be practiced religiously, every day in order to develop mastery skills * Drawing should be a souvenir of the world around you (never a copy of a photograph) and record not just what something looks like but also what it feels and taste like, its mass and weight – for example; a drawing of a thistle should tell you something of its spikiness and that of a lemon, its sharpness or acidity | **Media**   * The Guardian Education/Media: <https://www.theguardian.com/education/mediastudiescommunicationsandlibrarianship> * BFI Film Academy: <https://nfts.co.uk/bfi-film-academy>   **Business**   * <https://www.bbc.co.uk/news/business-51706225> * <https://www.mckinsey.com/business-functions/risk/our-insights/covid-19-implications-for-business>   **Art**   * Explore the range of contemporary fine art practices beyond traditional painting, sculpture and printmaking in order to begin to think about where studying fine art might take you * Explore what fine art looks beyond Van Gogh and Pop Art – for example; what is Cubism, Abstract Expressionism, Minimalism, Brutalism, Conceptualism? |
| **Recommended trips or visits this Summer** | |
| * **Media** * London BFI (Southbank) * Photographers Gallery * **Business** * Bank of England Museum * City of London make a note of the names of the different international banks. Where are they from? * **Art** * This documentary on the Bauhaus will begin to explain how and why the modern world looks the way it does: * <https://www.bbc.co.uk/iplayer/episode/m0007trf/bauhaus-100> * This film on the British painter John Hoyland might give you some insight into what it means to be a contemporary painter: * <https://www.bbc.co.uk/iplayer/episode/p025lrcy/arena-six-days-in-september> | |
| **Tasks to Complete** | |
| * **Media** * For this exercise, you are required to analyse representation using media language. In order to do this, you should use the five areas of mise-en-scene ‘everything in the scene’ - costumes, props, settings, lighting and non-verbal communication * **Business** * Read pages 12- 14 of the Textbook chapter for Unit 1 Exploring Business (Link is in recommended reading list) and answer the case study questions “Bring Back” on page 14 on a word document. * Unit 8 Recruitment and Selection- Produce an up to date CV for yourself to support the process of applying for a job. * **Art** * Read the Story of Art and one other book on the list of recommended texts * Keep a drawing diary of quiet, small scale observational drawings paying attention to the changes in light, shade and shadow – use a variety of materials and techniques to sensitively | |

**Preparing for Transition from Key Stage 4 to Key Stage 5**