



9<sup>th</sup> October 2025

Dear Parent/Carer,

As you may already be aware, 30% of the GCSE Media grade is based on NEA (non-exam assessment) coursework. This is a fantastic opportunity for each media student to positively impact their overall grade by using the practical skills that we have helped them build since starting the course in Year 10. There is a choice of practical briefs provided by AQA, the exam board, for which students have to create appropriate media products that match the brief criteria. Each student has been issued a physical copy of these briefs and they have also been shared on Teams, in case you would like to see what they are responding to.

We have already launched the NEA coursework unit but thought it would be helpful at this point to share with you upcoming key dates and milestones in the calendar, so that you can support the process at home. It is obviously crucial that they keep on top of all deadlines to ensure that they do not fall behind on such an important unit of work and that they receive crucial feedback from us in a timely fashion.

Here are the key deadlines we would like you to be aware of:

Friday 17/10/25 - Deadline for first draft of Statement of Intent (a 300-word explanation of their practical ideas)

Friday 14/11/25 - Final deadline for Statement of Intent

Monday 17/11/25 - Deadline for complete of all filming/photography (note that they do not need to have finished their editing at this stage)

Friday 12/12/25 - Deadline for first drafts of practical work (either print or videos, depending on the brief)

Friday 27/02/26 - Final deadline for practical work

After the final hand-in at the end of February, all NEA elements will be complete, and a process of moderation will take place to ensure that all of our marking is accurate. These results will subsequently be sent off to the exam board AQA as part of the final external moderation process.

We have emphasised the importance of following NEA guidelines to ensure that all work produced is original to each student and does not copy or use existing elements that they have found online or elsewhere. There are some limited circumstances where they may be able to use AI-generated imagery, but this must be discussed with us before including it in the work.

Your son/daughter will be able to tell you much more about the work they are making for this practical component, and we are excited to see what they produce! If you have any further questions, please do not hesitate to contact me or the relevant media teacher.

Kind regards,  
Darren Sacre  
Head of Media