

SUBJECT: Media

Key Stage 5: Curriculum Intent

2022-23	Year 12 CAMBRIDGE TECHNICALS IN DIGITAL MEDIA OCR	Year 13 CAMBRIDGE TECHNICALS IN DIGITAL MEDIA OCR
Autumn 1	<p>UNIT 1 Media products and audience</p> <p>Learning Objective 1: Understand the ownership models of media institutions</p> <ul style="list-style-type: none">• Different types of media ownership• Public and private ownership• Synergy, horizontal and vertical integration• Job roles in the media <p>Learning Objective 2: Understand how media products are advertised and distributed</p> <ul style="list-style-type: none">• Different types of advertising• Distribution and marketing to audiences• Technological convergence	<p>Unit 21 Advertising media</p> <p>Unit 24 Cross media awareness</p> <p>Learning Objective 1: Know how advertising campaign embed advertisements across a range of media products</p> <ul style="list-style-type: none">• Aims• Target audience• Key messages• Campaign approaches• Logistics• Expected outcomes• Legal and ethical• Regulations <p>Learning Objective 1: Understand the products that are produced within and across media industries</p> <ul style="list-style-type: none">• Media industry• Media products• Audience of products• Digital distribution• Converging technologies• How convergence changed industries <p>Learning Objective 2:</p>
Autumn 2	<p>Learning Objective 3: Understand how meaning is created in media products</p> <ul style="list-style-type: none">• Codes and conventions used• Audio visual media• Mise-en-scene• Camera work• Editing• Use of sound• Denotation and connotation• Print based conventions- magazines• Theories-representations/male gaze/narrative/genre	

Learning Objective 4:

Understand the target audiences of media products

- Audiences mainstream and niche
- Demographic profile
- Psychographics
- Uses and gratifications

Learning Objective 5:

Be able to evaluate research data used by media institutions

- Primary and secondary research
- Purpose of research
- Market possibilities
- Analysing data

Learning Objective 6:

Be able to evaluate legal, ethical and regulatory issues associated with media products

- Media regulations
- Copyright
- Impact of media on audiences
- Moral panic

Be able to plan a cross media advertising campaign to a client brief

- Evaluating a brief
- Generating ideas
- Campaign plan
- Legal and ethical
- Regulations
- Pre-production material

Learning Objective 2:

Understand the behaviours, skills and attributes necessary within a chosen media industry

- Identify roles by media sector
- Print and digital content
- Web and digital interactive content
- Skills required to full fill identified job role
- Career pathways

Learning Objective 3:

Be able to produce the planned media components

- Production requirements
- Meeting technical aesthetic properties

Spring 1

Unit 1 exam

Assessment will be a 2 hr exam marked by OCR

UNIT 2 Pre-production and planning

UNIT 3 Create a media Product

Learning Objective 1:

Understand the factors that need to be considered during the planning of a media product

- Types of media production and implications for process
- Financial constraints
- Revenue streams
- Time constraints
- Personnel involved
- Facilities, locations and resources
- Ethical issues
- Legal issues
- Regulatory issues

Learning Objective 2:

Be able to interpret client requirements and target audience considerations

- Evaluating client requirements
- How to analyse a brief
- Target audience factors

Learning Objective 1:

Be able to create a proposal with sample materials for an original media product to a client brief

Spring 2

UNIT 2 Pre-production and planning exam

Assessment will be a 2 hr exam marked by OCR

Assessment period

Unit 21 Advertising media

Unit 24 Cross media awareness

Summer 1

Learning Objective 3:

Be able to plan the preproduction of a media product

- How to plan pre-production
- Working to timescales and production
- Call sheet
- Research and staffing

Learning Objective 2:

Be able to plan and develop preproduction materials for an original media product to a client brief

Learning Objective 4:

Be able to create and evaluate pre-production documents for a new media product

- Pitching an idea
- Creating a call sheet/schedule/workplan/risk assessments/SWOT analysis/script/concept art/set design
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Learning Objective 3

Be able to create production materials for an original media product to a client brief

Learning Objective 4:

Be able to carry out post-production techniques and processes for an original media product to a client brief

Unit 23 Create a personal media profile

Students will work to a brief for Unit 3 and Unit 23
This will be completed by the end of the year.

Learning Objective 1:

Understand the purpose and use of a personal media profile

- Purpose and use
- Format types
- Mediums
- Repurposing

Summer 2

Learning Objective 2:

Be able to scope and plan content for a personal media profile

- Scope content
- Plan content

Learning Objective 3:

Be able to repurpose content and create the personal media profile

- Repurposed content
- Creation considerations