

**Subject: Media**

**KS3 Curriculum Intent Document:**

	Year 7	Year 8	Year 9
Autumn 1	<p><b>Topic: Stop motion</b></p> <p><b>Knowledge/Skills taught:</b> Knowledge and understanding of Media product and engagement. Visual media and Mise en scene Technical media, camera shots, sound and lighting Testing of knowledge learnt.</p> <p><b>Practical Knowledge and skills</b> What is silent stop motion? Character design Storyboard and planning Sequencing and camera stills Photography skills Editing skills using software</p>	<p><b>Topic: Film Poster</b></p> <p><b>Knowledge/Skills taught:</b> Knowledge and understanding of Mise en scene elements in film. Technical elements, camera shots, movements, lighting, sound. Propp character theory. Genre codes and conventions in film.</p> <p><b>Practical knowledge and skills</b> Client briefs, audience and genre. Diversity and character types Codes and conventions of a film poster. Visualisation diagram a planning document for a static media product. Graphic design elements, fonts, colour, image, layout.</p>	<p><b>Topic: Advertising</b></p> <p><b>Knowledge/Skills taught:</b> Knowledge and understanding of Aims of an advertising campaign and the media products involved? segmentations of a target audience Purposes and uses of media products Different approaches to an advertising campaign Brief and client requirements Pre planning documents -mood board, concept sketches, visualisation diagrams, logo ideas Components of a visual identity Justifications of design decisions Use of editing software to create logos.</p>

		<p>Editing software to create a piece of graphics using assets sourced or original.</p> <p>Writing a Blurb</p>	<p>Planning and taking photographs for products.</p> <p>Editing and creating on software to create a graphic.</p> <p>Saving and presenting.</p>
Autumn 2	<p><b>Topic: Stop motion</b></p> <p><b>Knowledge/Skills taught:</b>          Knowledge and understanding of Media product and engagement.          Visual media and Mise en scene          Technical media, camera shots, sound and lighting          Testing of knowledge learnt.</p> <p><b>Practical Knowledge and skills</b>          What is silent stop motion?          Character design          Storyboard and planning          Sequencing and camera stills          Photography skills          Editing skills using software</p>	<p><b>Topic: Film Poster</b></p> <p><b>Knowledge/Skills taught:</b>          Knowledge and understanding of Mise en scene elements in film.          Technical elements, camera shots, movements, lighting, sound.          Propp character theory. Genre codes and conventions in film.</p> <p><b>Practical knowledge and skills</b>          Client briefs, audience and genre.          Diversity and character types          Codes and conventions of a film poster. Visualisation diagram a planning document for a static media product.          Graphic design elements, fonts, colour, image, layout.          Editing software to create a piece of graphics using assets sourced or original.</p>	<p><b>Topic: Advertising</b></p> <p><b>Knowledge/Skills taught:</b>          Knowledge and understanding of Aims of an advertising campaign and the media products involved?          segmentations of a target audience          Purposes and uses of media products          Different approaches to an advertising campaign          Brief and client requirements          Pre planning documents -mood board, concept sketches, visualisation diagrams, logo ideas          Components of a visual identity          Justifications of design decisions          Use of editing software to create logos.          Planning and sourcing of assets.</p>

		Writing a Blurb	Editing and creating on software to create a graphic. Saving and presenting.
Spring 1	<p><b>Topic: Stop motion</b></p> <p><b>Knowledge/Skills taught:</b>  Knowledge and understanding of Media product and engagement.  Visual media and Mise en scene  Technical media, camera shots, sound and lighting  Testing of knowledge learnt.</p> <p><b>Practical Knowledge and skills</b>  What is silent stop motion?  Character design  Storyboard and planning  Sequencing and camera stills  Photography skills  Editing skills using software</p>	<p><b>Topic: Film Poster</b></p> <p><b>Knowledge/Skills taught:</b>  Knowledge and understanding of Mise en scene elements in film.  Technical elements, camera shots, movements, lighting, sound.  Propp character theory. Genre codes and conventions in film.</p> <p><b>Practical knowledge and skills</b>  Client briefs, audience and genre.  Diversity and character types  Codes and conventions of a film poster. Visualisation diagram a planning document for a static media product.  Graphic design elements, fonts, colour, image, layout.  Editing software to create a piece of graphics using assets sourced or original.</p>	<p><b>Topic: Advertising</b></p> <p><b>Knowledge/Skills taught:</b>  Knowledge and understanding of Aims of an advertising campaign and the media products involved?  segmentations of a target audience  Purposes and uses of media products  Different approaches to an advertising campaign  Brief and client requirements  Pre planning documents -mood board, concept sketches, visualisation diagrams, logo ideas  Components of a visual identity  Justifications of design decisions  Use of editing software to create logos.  Planning and sourcing assets</p>

		Writing a Blurb	Editing and creating on software to create a graphic. Saving and presenting.
Spring 2	<p><b>Topic: Stop motion</b></p> <p><b>Knowledge/Skills taught:</b>  Knowledge and understanding of Media product and engagement.  Visual media and Mise en scene  Technical media, camera shots, sound and lighting  Testing of knowledge learnt.</p> <p><b>Practical Knowledge and skills</b>  What is silent stop motion?  Character design  Storyboard and planning  Sequencing and camera stills  Photography skills  Editing skills using software</p>	<p><b>Topic: Film Poster</b></p> <p><b>Knowledge/Skills taught:</b>  Knowledge and understanding of Mise en scene elements in film.  Technical elements, camera shots, movements, lighting, sound.  Propp character theory. Genre codes and conventions in film.</p> <p><b>Practical knowledge and skills</b>  Client briefs, audience and genre.  Diversity and character types  Codes and conventions of a film poster. Visualisation diagram a planning document for a static media product.  Graphic design elements, fonts, colour, image, layout.  Editing software to create a piece of graphics using assets sourced or original.  Writing a Blurb</p>	<p><b>Topic: Advertising</b></p> <p><b>Knowledge/Skills taught:</b>  Knowledge and understanding of Aims of an advertising campaign and the media products involved?  segmentations of a target audience  Purposes and uses of media products  Different approaches to an advertising campaign  Brief and client requirements  Pre planning documents -mood board, concept sketches, visualisation diagrams, logo ideas  Components of a visual identity  Justifications of design decisions  Use of editing software to create logos.  Planning and sourcing assets  Editing and creating on software to create a graphic.  Saving and presenting.</p>

Summer 1	<p><b>Topic: Stop motion</b></p> <p><b>Knowledge/Skills taught:</b>  Knowledge and understanding of Media product and engagement.  Visual media and Mise en scene  Technical media, camera shots, sound and lighting  Testing of knowledge learnt.</p> <p><b>Practical Knowledge and skills</b>  What is silent stop motion?  Character design  Storyboard and planning  Sequencing and camera stills  Photography skills  Editing skills using software</p>	<p><b>Topic: Film Poster</b></p> <p><b>Knowledge/Skills taught:</b>  Knowledge and understanding of Mise en scene elements in film.  Technical elements, camera shots, movements, lighting, sound.  Propp character theory. Genre codes and conventions in film.</p> <p><b>Practical knowledge and skills</b>  Client briefs, audience and genre.  Diversity and character types  Codes and conventions of a film poster. Visualisation diagram a planning document for a static media product.  Graphic design elements, fonts, colour, image, layout.  Editing software to create a piece of graphics using assets sourced or original.  Writing a Blurb</p>	<p><b>Topic: Advertising</b></p> <p><b>Knowledge/Skills taught:</b>  Knowledge and understanding of Aims of an advertising campaign and the media products involved?  segmentations of a target audience  Purposes and uses of media products  Different approaches to an advertising campaign  Brief and client requirements  Pre planning documents -mood board, concept sketches, visualisation diagrams, logo ideas  Components of a visual identity  Justifications of design decisions  Use of editing software to create logos.  Planning and sourcing assets  Editing and creating on software to create a graphic.  Saving and presenting.</p>

<p>Summer 2</p>	<p><b>Topic: Stop motion</b></p> <p><b>Knowledge/Skills taught:</b>          Knowledge and understanding of Media product and engagement.          Visual media and Mise en scene          Technical media, camera shots, sound and lighting          Testing of knowledge learnt.</p> <p><b>Practical Knowledge and skills</b>          What is silent stop motion?          Character design          Storyboard and planning          Sequencing and camera stills          Photography skills          Editing skills using software</p>	<p><b>Topic: Film Poster</b></p> <p><b>Knowledge/Skills taught:</b>          Knowledge and understanding of Mise en scene elements in film.          Technical elements, camera shots, movements, lighting, sound.          Propp character theory. Genre codes and conventions in film.</p> <p><b>Practical knowledge and skills</b>          Client briefs, audience and genre.          Diversity and character types          Codes and conventions of a film poster. Visualisation diagram a planning document for a static media product.          Graphic design elements, fonts, colour, image, layout.          Editing software to create a piece of graphics using assets sourced or original.          Writing a Blurb</p>	<p><b>Topic: Advertising</b></p> <p><b>Knowledge/Skills taught:</b>          Knowledge and understanding of Aims of an advertising campaign and the media products involved?          segmentations of a target audience          Purposes and uses of media products          Different approaches to an advertising campaign          Brief and client requirements          Pre planning documents -mood board, concept sketches, visualisation diagrams, logo ideas          Components of a visual identity          Justifications of design decisions          Use of editing software to create logos.          Planning and sourcing assets          Editing and creating on software to create a graphic.          Saving and presenting.</p>

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**KS4 Curriculum Intent Document:**

	Year 10	Year11
Autumn 1	<p>Topic: R093 Introduction</p> <p>Knowledge/Skills taught:</p> <p>Traditional and new media - (media industry sectors and products)</p> <p>Media industry sectors and products</p> <p>Media products and purposes</p> <p>Factors influencing product design</p> <p>Genre</p> <p>Audience demographics</p> <p>Codes and conventions</p> <p>Creative and technical job roles</p> <p>Pre-production planning</p> <p>Media distribution</p> <p>Primary and secondary research</p> <p>Legal issues that affect media</p>	<p>Topic:</p> <p>Knowledge/Skills taught:</p> <p>Visual portfolios</p> <p>Tools and equipment for photograph</p> <p>Editing and presenting photographs</p> <p>Image files</p> <p>Structure of video</p> <p>Codes and conventions of video media products</p> <p>Audio recording and files</p> <p>Moving image files</p> <p>Lighting, movement and mise en scene</p> <p>Camera techniques and transitions</p> <p>Preparing, sourcing and using assets for media products.</p>

		Tools and techniques of video software Reviewing and evaluating a portfolio
Autumn 2	<p>Topic: R094 Content</p> <p>Knowledge/Skills taught:</p> <ul style="list-style-type: none"> <li>Client briefs</li> <li>Target audiences</li> <li>Visual identity and branding</li> <li>Design style, component and features of a Visual identity</li> <li>Layout conventions for graphic products</li> <li>Technical properties of graphics</li> <li>Pre-planning documents</li> <li>Justification of design choices</li> <li>Preparing Assets for digital graphics</li> <li>Tools and techniques for design software</li> <li>Saving and exporting for media distribution</li> </ul>	<p>Topic: R098</p> <p>R098 Visual imaging This is assessed by completing a set assignment set in June by OCR.</p> <p>Knowledge/Skills taught:</p> <p>Refer to R098 Content</p>
Spring 1	<p>Topic: R094 – Controlled assessment</p> <p>Knowledge/Skills taught:</p> <p>Response to a brief given by OCR R094 (25%) controlled assessment</p>	<p>Topic: R098</p> <p>R098 Visual imaging This is assessed by completing a set assignment set in June by OCR.</p>

		<p>Knowledge/Skills taught: Refer to R098 Content</p>
Spring 2	<p>Topic: R094, R093,</p> <p>Knowledge/Skills taught: Controlled assessment R094 – Deadline Documents used to design and plan media products. Mock exam</p>	<p>Topic: Deadline R098 Visual imagery Mock exams Exam feedback R093 CREATIVE I MEDIA IN THE MEDIA INDUSTRY (EXAM APPLICATION, RECALL OF KNOWLEDGE)</p> <p>Knowledge/Skills taught:</p> <p>Once the knowledge and understanding has been applied in the practical units it is also checked under exam conditions. A series of questions are set by the exam board and taken under exam conditions testing the knowledge they have gained over the course. The areas that will be revisited is:</p> <ul style="list-style-type: none"> <li>• Media industry and sectors: traditional and new media, job roles</li> <li>• Factors influencing product design: purpose, style, content, client requirements, audience demographics, research methods, codes and conventions,</li> </ul>

		<ul style="list-style-type: none"> <li>• Pre production planning: work planning, idea generation, design and planning, legal considerations and regulations, H&amp;S,</li> <li>• Distribution platforms and media reach: properties and formats of files,</li> <li>• Exam sat in summer term: Section A- 7-10 closed response questions either multiple choice or short answers. At least one question from each area. Section B- Context based questions which includes closed response, short answers and three extended responses from a range of the learning objectives.</li> </ul>
Summer 1	<p>Topic: R098 Content</p> <p>R098 Visual imaging This is assessed by completing a set assignment set in June by OCR.</p> <p>This unit goes into Y11 autumn term</p> <p>In this unit you will learn how to plan, create and review portfolios of visual imagery.</p> <p>Knowledge/Skills taught: Regulations, certifications and classifications</p>	<p>Topic: R093 CREATIVE I MEDIA IN THE MEDIA INDUSTRY (EXAM APPLICATION, RECALL OF KNOWLEDGE)</p> <p>Knowledge/Skills taught:</p> <p>Once the knowledge and understanding has been applied in the practical units it is also checked under exam conditions. A series of questions are set by the exam board and taken under exam conditions testing the knowledge they have gained over the course. The areas that will be revisited is:</p>

	<p>Mock Exam preparation knowledge and exam questioning and responding</p> <p>Client briefs</p> <p>Media products, purposes, audience</p> <p>Media codes and conventions</p> <p>Job roles in the media industry</p> <p>Mock exam – R093</p>	<ul style="list-style-type: none"> <li>• Media industry and sectors: traditional and new media, job roles</li> <li>• Factors influencing product design: purpose, style, content, client requirements, audience demographics, research methods, codes and conventions,</li> <li>• Pre production planning: work planning, idea generation, design and planning, legal considerations and regulations, H&amp;S,</li> <li>• Distribution platforms and media reach: properties and formats of files,</li> <li>• Exam sat in summer term: Section A- 7-10 closed response questions either multiple choice or short answers. At least one question from each area. Section B- Context based questions which includes closed response, short answers and three extended responses from a range of the learning objectives.</li> </ul>
<p>Summer 2</p>	<p>Topic: R098 Content</p> <p>Knowledge/Skills taught:</p> <p>Client briefs</p> <p>Target audience</p> <p>Documents used to design media products</p> <p>Health and safety</p>	

**KS5 Curriculum Intent Document:**

<b>See separate document</b>	Year 12	Year13
Autumn 1	Topic: Knowledge/Skills taught:	Topic: Knowledge/Skills taught:
Autumn 2	Topic: Knowledge/Skills taught:	Topic: Knowledge/Skills taught:
Spring 1	Topic: Knowledge/Skills taught:	Topic: Knowledge/Skills taught:
Spring 2	Topic: Knowledge/Skills taught:	Topic: Knowledge/Skills taught:
Summer 1	Topic: Knowledge/Skills taught:	Topic: Knowledge/Skills taught:

Summer 2		
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