

## SUBJECT: Media

### Key Stage 5: Curriculum Intent

	Year 12 CAMBRIDGE TECHNICALS IN DIGITAL MEDIA OCR	Year 13 CAMBRIDGE TECHNICALS IN DIGITAL MEDIA OCR
Autumn 1	<p><b>UNIT 2 Pre-production and planning</b></p> <p><b>UNIT 3 Create a media Product</b></p> <p><b>Learning Objective 1:</b> Understand the factors that need to be considered during the planning of a media product</p> <ul style="list-style-type: none"><li>• Types of media production and implications for process</li><li>• Financial constraints</li><li>• Revenue streams</li><li>• Time constraints</li><li>• Personnel involved</li><li>• Facilities, locations and resources</li><li>• Ethical issues</li><li>• Legal issues</li><li>• Regulatory issues</li></ul>	<p><b>UNIT 1 Media products and audience</b></p> <p><b>Learning Objective 3:</b> Understand how meaning is created in media products</p> <ul style="list-style-type: none"><li>• Codes and conventions used</li><li>• Audio visual media</li><li>• Mise-en-scene</li><li>• Camera work</li><li>• Editing</li><li>• Use of sound</li><li>• Denotation and connotation</li><li>• Print based conventions- magazines</li><li>• Theories-representations/male gaze/narrative/genre</li></ul>
Autumn 2	<p><b>Learning Objective 2:</b> Be able to interpret client requirements and target audience considerations</p> <ul style="list-style-type: none"><li>• Evaluating client requirements</li><li>• How to analyse a brief</li><li>• Target audience factors</li></ul> <p><b>Learning Objective 1:</b></p>	<p><b>Learning Objective 4:</b> Understand the target audiences of media products</p> <ul style="list-style-type: none"><li>• Audiences mainstream and niche</li><li>• Demographic profile</li><li>• Psychographics</li><li>• Uses and gratifications</li></ul> <p><b>Learning Objective 5:</b> Be able to evaluate research data used by media institutions</p> <ul style="list-style-type: none"><li>• Primary and secondary research</li><li>• Purpose of research</li><li>• Market possibilities</li></ul>

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

### 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

- 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

**Assessment will be a 2 hr exam marked by OCR**

### Unit 20 Advertising media

#### Learning objective 1

Know how existing advertising campaigns embed advertisements across a range of media products

#### Learning objective 2

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

#### Learning objective 3

Be able to produce the planned media components

#### Learning objective 4

### Unit 24 Cross media awareness

#### Learning objective 1

Understand the products that are produced within and across media industries

	<p><b>UNIT 2 Pre-production and planning exam</b>  <b>Assessment will be a 2 hr exam marked by OCR</b></p>	<p><b>Learning objective 2</b>  Understand the behaviours, skills and attributes necessary within a chosen media industry</p> <p><b>Unit 24 Cross media awareness</b>  <b>Unit 2o Advertising media</b>  <b>Assessment period</b></p>
Spring 1	<p><b>UNIT 21 plan and deliver a Pitch</b></p> <p><b>Learning objective 1</b>  Be able to generate ideas for an original media product based on a client brief</p> <p><b>Learning objective 2</b>  Be able to create a proposal and pitch for an original media product based on a given brief</p> <p><b>Learning objective 3</b></p>	<p><b>Unit 24 Cross media awareness</b>  <b>Unit 2o Advertising media</b></p> <p><b>Assessment period</b></p>
Spring 2	<p><b>Assessment period</b>  <b>UNIT 1 Media products and audience</b></p> <p><b>Learning Objective 1:</b>  Understand the ownership models of media institutions</p> <ul style="list-style-type: none"> <li>• Different types of media ownership</li> <li>• Public and private ownership</li> <li>• Synergy, horizontal and vertical integration</li> </ul>	

Summer 1	<ul style="list-style-type: none"> <li>• Job roles in the media</li> </ul> <p><b>Learning Objective 2:</b> Understand how media products are advertised and distributed</p> <ul style="list-style-type: none"> <li>• Different types of advertising</li> <li>• Distribution and marketing to audiences</li> </ul> <p>Technological convergence</p>	
Summer 2	<p><b>Learning Objective 3:</b> Understand how meaning is created in media products</p> <ul style="list-style-type: none"> <li>• Codes and conventions used</li> <li>• Audio visual media</li> <li>• Mise-en-scene</li> <li>• Camera work</li> <li>• Editing</li> <li>• Use of sound</li> <li>• Denotation and connotation</li> <li>• Print based conventions- magazines</li> <li>• Theories-representations/male gaze/narrative/genre</li> </ul>	