

Subject: Media

KS3 Curriculum Intent Document:

	Year 7	Year 8	Year 9
Autumn 1	<p>Topic: Stop motion</p> <p>Knowledge/Skills taught: 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>Practical Knowledge and skills What is silent stop motion? Character design Storyboard and planning Sequencing and camera stills Photography skills Editing skills using software</p>	<p>Topic: Film Poster</p> <p>Knowledge/Skills taught: 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>Practical knowledge and skills 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>Topic: Advertising</p> <p>Knowledge/Skills taught: 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 taking photographs for products.</p>

			Editing and creating on software to create a graphic. Saving and presenting.
Autumn 2	<p>Topic: Stop motion</p> <p>Knowledge/Skills taught: 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>Practical Knowledge and skills What is silent stop motion? Character design Storyboard and planning Sequencing and camera stills Photography skills Editing skills using software</p>	<p>Topic: Film Poster</p> <p>Knowledge/Skills taught: 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>Practical knowledge and skills 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>Topic: Advertising</p> <p>Knowledge/Skills taught: 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. Editing and creating on software to create a graphic. Saving and presenting.</p>

Spring 1	<p>Topic: Stop motion</p> <p>Knowledge/Skills taught: 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>Practical Knowledge and skills What is silent stop motion? Character design Storyboard and planning Sequencing and camera stills Photography skills Editing skills using software</p>	<p>Topic: Film Poster</p> <p>Knowledge/Skills taught: 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>Practical knowledge and skills 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>Topic: Advertising</p> <p>Knowledge/Skills taught: 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>

Spring 2	<p>Topic: Stop motion</p> <p>Knowledge/Skills taught: 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>Practical Knowledge and skills What is silent stop motion? Character design Storyboard and planning Sequencing and camera stills Photography skills Editing skills using software</p>	<p>Topic: Film Poster</p> <p>Knowledge/Skills taught: 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>Practical knowledge and skills 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>Topic: Advertising</p> <p>Knowledge/Skills taught: 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>Topic: Stop motion</p> <p>Knowledge/Skills taught: Knowledge and understanding of Media product and engagement.</p>	<p>Topic: Film Poster</p> <p>Knowledge/Skills taught: Knowledge and understanding of Mise en scene elements in film.</p>	<p>Topic: Advertising</p> <p>Knowledge/Skills taught: Knowledge and understanding of</p>

	<p>Visual media and Mise en scene Technical media, camera shots, sound and lighting Testing of knowledge learnt.</p> <p>Practical Knowledge and skills What is silent stop motion? Character design Storyboard and planning Sequencing and camera stills Photography skills Editing skills using software</p>	<p>Technical elements, camera shots, movements, lighting, sound. Propp character theory. Genre codes and conventions in film.</p> <p>Practical knowledge and skills 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>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 2	<p>Topic: Stop motion</p> <p>Knowledge/Skills taught: 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>Topic: Film Poster</p> <p>Knowledge/Skills taught: 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>Topic: Advertising</p> <p>Knowledge/Skills taught: Knowledge and understanding of Aims of an advertising campaign and the media products involved? segmentations of a target audience</p>

	<p>Practical Knowledge and skills</p> <p>What is silent stop motion? Character design Storyboard and planning Sequencing and camera stills Photography skills Editing skills using software</p>	<p>Practical knowledge and skills</p> <p>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>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:

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<p>Autumn 1</p>	<p>Topic: R093 Introduction</p> <p>Knowledge/Skills taught: Traditional and new media - (media industry sectors and products) Media industry sectors and products Media products and purposes Factors influencing product design Genre Audience demographics Codes and conventions Creative and technical job roles Pre-production planning Media distribution Primary and secondary research Legal issues that affect media</p>	<p>Topic:</p> <p>Knowledge/Skills taught: Visual portfolios Tools and equipment for photograph Editing and presenting photographs Image files Structure of video Codes and conventions of video media products Audio recording and files Moving image files Lighting, movement and mise en scene Camera techniques and transitions Preparing, sourcing and using assets for media products. Tools and techniques of video software Reviewing and evaluating a portfolio</p>
<p>Autumn 2</p>	<p>Topic:R094 Content</p> <p>Knowledge/Skills taught: Client briefs Target audiences Visual identity and branding Design style, component and features of a Visual identity Layout conventions for graphic products Technical properties of graphics</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>

	<p>Pre-planning documents Justification of design choices Preparing Assets for digital graphics Tools and techniques for design software Saving and exporting for media distribution</p>	
Spring 1	<p>Topic: R094 – Controlled assessment</p> <p>Knowledge/Skills taught: Response to a brief given by OCR Ro94 (25%) controlled assessment</p>	<p>Topic: R098 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</p>

		<p>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"> • Media industry and sectors: traditional and new media, job roles • Factors influencing product design: purpose, style, content, client requirements, audience demographics, research methods, codes and conventions, • Pre production planning: work planning, idea generation, design and planning, legal considerations and regulations, H&S, • Distribution platforms and media reach: properties and formats of files, • 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.
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>Topic: R093 CREATIVE I MEDIA IN THE MEDIA INDUSTRY (EXAM APPLICATION, RECALL OF KNOWLEDGE)</p> <p>Knowledge/Skills taught:</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 Mock Exam preparation knowledge and exam questioning and responding Client briefs Media products, purposes, audience Media codes and conventions Job roles in the media industry Mock exam – R093</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"> • Media industry and sectors: traditional and new media, job roles • Factors influencing product design: purpose, style, content, client requirements, audience demographics, research methods, codes and conventions, • Pre production planning: work planning, idea generation, design and planning, legal considerations and regulations, H&S, • Distribution platforms and media reach: properties and formats of files, • 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.
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Summer 2	<p>Topic: R098 Content</p> <p>Knowledge/Skills taught: Client briefs Target audience Documents used to design media products Health and safety</p>	
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KS5 Curriculum Intent Document:

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

Spring 2	Topic: Knowledge/Skills taught:	Topic: Knowledge/Skills taught:
Summer 1	Topic: Knowledge/Skills taught:	Topic: Knowledge/Skills taught:
Summer 2		