

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>UNIT 2 Pre-production and planning</p> <p>UNIT 3 Create a media Product</p> <p>Learning Objective 1: Understand the factors that need to be considered during the planning of a media product</p> <ul style="list-style-type: none"> • 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 	<p>UNIT 1 Media products and audience</p> <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
Autumn 2	<p>Learning Objective 2: Be able to interpret client requirements and target audience considerations</p> <ul style="list-style-type: none"> • Evaluating client requirements • How to analyse a brief • Target audience factors <p>Learning Objective 1:</p>	<p>Learning Objective 4: Understand the target audiences of media products</p> <ul style="list-style-type: none"> • Audiences mainstream and niche • Demographic profile • Psychographics • Uses and gratifications <p>Learning Objective 5: Be able to evaluate research data used by media institutions</p> <ul style="list-style-type: none"> • Primary and secondary research • Purpose of research • Market possibilities

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>UNIT 2 Pre-production and planning exam Assessment will be a 2 hr exam marked by OCR</p>	<p>Learning objective 2 Understand the behaviours, skills and attributes necessary within a chosen media industry</p> <p>Unit 24 Cross media awareness Unit 2o Advertising media</p> <p>Assessment period</p>
Spring 1	<p>UNIT 21 plan and deliver a Pitch</p> <p>Learning objective 1 Be able to generate ideas for an original media product based on a client brief</p> <p>Learning objective 2 Be able to create a proposal and pitch for an original media product based on a given brief</p> <p>Learning objective 3</p>	<p>Unit 24 Cross media awareness Unit 2o Advertising media</p> <p>Assessment period</p>
	<p>Assessment period 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 	

	<ul style="list-style-type: none"> • 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 <p>Technological convergence</p>	
	<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 	
Summer 2	<ul style="list-style-type: none"> • Print based conventions- magazines • Theories-representations/male gaze/narrative/genre 	