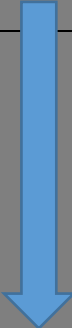



YEAR 11	AUTUMN 1 8 WEEKS	AUTUMN 2 8 WEEKS
IN SCHOOL WKS 1-8 and 9-16	Unit 3 – Creating A Media Product Key Assessment 1 wk8 Key Assessment Unit 3 – LO2, LO3 and LO4	Unit 6 – Globalisation and Social Media Key Assessment 2 wk12 Unit 6 LO1 and LO2 Key Assessment 3 wk15 Unit 6 LO3 and LO4
REMOTE LEARNING		
	Wk1: LO2: Create Pre-production Materials – All resources on Google Classroom – Write the proposal. Go to Media Unit 3 2020 -> LO1 Proposal -> Student Work 2020.	Wk9: UNIT 6 – LO1 p.106 – p.112. Read and make notes on Development of online technologies, Uses of social media, and How to make and distribute online media products. Carry out the tasks and activities on pages 109 and 111.
	Wk2: Create Pre-production Materials – All resources on Google Classroom – Finish the proposal.	Wk10: LO1 p.112 – p.114. Read and make notes on Using products and technologies, Purpose of social media, and Global reach and globalization.
	Wk3: Create Pre-production Materials – All resources on Google Classroom - (1) A Moodboard (if you haven't done one already) (2) Font ideas with annotations about why you would and wouldn't use certain fonts based on purpose, audience and requirements of the production. (3) Ideas for graphics, shapes, designs and colours to be used in your production, again with annotations. This could go together with the font ideas.	Wk11: LO2 P.114 – p.117. Read and make notes on Connectivity of ideas, Sharing of technology and innovation, Generation of funding, Negative and positive impact of social media, impact on wider society. Do tasks and activities on p.114, p.115 and p.117.
	Wk4: Create Pre-production Materials – All resources on Google Classroom - (4) A SWOT Analysis. I don't need to explain what that is... (5) Annotated layout and design ideas. These could be sketched and scanned or created with a PC. (6) The next three materials I'd like you to produce for LO2 Pre production are: the Gantt Chart, Production Schedule, Legal and Ethical Issues	Wk12: LO2 p.117 – p.118 Read and make notes on Regulation, Role of regulatory bodies, Use of social media at work, Cultural censorship. Do the tasks and activities on p.118.
	Wk5: LO3: Carry out production – All resources on Google Classroom	Wk13: LO3 p.119 Read and make notes on Understanding how global industries use social media, How to develop a project, collaborative projects, funding and personnel, Evaluating project development tools, Social media measurement and aggregation. Carry out the case study task on Sheffield Soup on p.119
	Wk6: Complete Production – All resources on Google Classroom	Wk14: LO3 p.120 Read and make notes on, Reaching potential audiences, Blended marketing and synergy. Carry out the task on p.120 on researching different media measurement tools and answer the Know It questions.
	Wk7: LO4: Carry out Evaluation – All resources on Google Classroom	Wk15: LO4 p.120 – 122 Read and make notes on Aims, purposes and targets of social media campaigns, Target audiences, Brand activity, Logistics, Social media funnels, Staff and personnel. Carry out tasks on p.120, p.121,


REMOTE LEARNING: DIGITAL MEDIA YEAR 13 2020 - 2021

	Wk8: Complete Evaluation – All resources on Google Classroom	Wk16: LO4 p.122 – p.124 Read and make notes on Justification of content, Style of content, Evaluating a social media campaign, Feedback from audiences. Do activities and tasks on p.123, and practice exam questions on p.124.
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YEAR 11	SPRING 1	SPRING 2
IN SCHOOL WKS 17-22 and 23-	UNIT 20 – Advertising Media Key Assessment 4 wk21 Unit 20 LO1	UNIT 20 – Advertising Media Key Assessment 25 wk2 Unit 20 LO2
REMOTE LEARNING		
	Wk17: LO1: Know how advertising campaigns embed advertisements across a range of products. p.238 – p.241 Read and make notes on Aims of advertising campaigns, Target audience and Key messages. Carry out activities on p.238, 239, and 240.	Wk23: LO2: Be able to plan a cross media advertising campaign. Evaluate the brief. p.247 – p.248 Make notes on and read, Evaluating the brief, Generating ideas, Creating a campaign plan. Carry out the activities on 247 and 248.
	Wk18: p.241 –p.243 Read and make notes on, Approaches to the advertising campaign, Representation. Do activities on p.241, 242, 243, including the case scenario and the research activity.	Wk24: p.248 – p.249 Read and make notes on, Legal and ethical issues, Regulatory bodies, pre-production materials. Carry out the research activities on p.248 and p.249
	Wk19: P.243 – p.246 Read and make notes on Advertising campaign logistics, Rationale and expected outcomes, Legal and ethical issues and Regulatory bodies. Carry out research activities on pages, 244, 245, 246 and the assessment activity on 246.	Wk25: Begin Pre-production work for advertising campaign. All resources and guidance on Google classroom and on Google drive. generation of appropriate ideas, i.e. mood boards summary of ideas spider diagrams
	Wk20: Carry out analysis of two media campaigns and their effectiveness. Produce as a power point document. All resources and guidance on Google Classroom and Google Drives.	Wk26: Continue with pre-production materials. Campaign plan creation i.e. Key messages - campaign message based on the product's unique selling point (e.g. safety, comfort, reliability, functionality). This also challenges fitness for purpose, getting the right message to the target audience at the right time and How the target audience will access the message stylistic approach (e.g. analysis patterns, linguistic descriptions, textual analysis and graphological style)
	Wk21: Carry out analysis of two media campaigns and their effectiveness. All resources and guidance on Google Classroom and Google Drives.	Wk27: Continue with pre-production materials. Call to action (e.g. response mechanism, feedback, reaction) Media choices (e.g. TV adverts, film trailers, interactive media presentations, online/print based advertisements) Campaign schedule with key milestones i.e. o launch format and scheduling of audio-visual

REMOTE LEARNING: DIGITAL MEDIA YEAR 13 2020 - 2021

		advertisements o key dates in the calendar (e.g. for print based, audio-visual, audio and digital content)
	Wk22: Carry out analysis of two media campaigns and their effectiveness.	

YEAR 11	SUMMER 1	SUMMER 2
IN SCHOOL WKS 28-34 and 35-39	Unit 20 – Advertising Media Key Assessment 6 wk30 Unit 20 LO3	UNIT 20 Advertising Media Key Assessment 7 wk35 Unit 20 LO4
REMOTE LEARNING		Course completed by the end of Summer Term: 1 Resit Exams in May.
	<p>Wk28: Legal and ethical issues (e.g. copyright, intellectual property rights, slander/libel, performance rights, permission to film, royalties, violence, offensive language/behaviour/material, public interest) Regulatory bodies, i.e. Ofcom British Board of Film Classification (BBFC)</p> <p>Wk29: Advertising Standards Authority (ASA) pre-production materials, i.e. Planning documentation (e.g. industry standard production plan, budget, resource requirements, timescale schedule) Product types – media specific and relevant to the components selected for development, e.g.: o audio (e.g. script, written interpretation of the narrative, dialogue, sound effects) o audio-visual (e.g. treatments, storyboard, scripts, SFX, sound effects) o print based and interactive content (e.g. annotated sketched layout, visual styles and themes, photographs, graphic plans and font styles)</p> <p>Wk30: Risk assessments –identify potential hazards/risks and find resolutions to any problems</p>	

	Recces – assess suitability of indoor or outdoor locations for production work	
	Notes and pictures for the rest of the production team	
	Wk31: LO3: Be able to produce planned media components	
	Wk32: Create the product for the advertising campaign. Use the information and notes from p.250 – p.252 in the text book to help you. All resources and guidance on the Google classroom and Google Drive	
	Wk33: Continue with production	
	Wk:34 Continue with production	