Year 10 Media

AUTUMN TERM

R093: Creative iMedia in the media industry

- Media industry sectors and products
- Job roles in the media industry

R096: Animation with audio

- Features and conventions of animation and audio
- Resources required to create animation with audio
- Pre-production and planning documentation and techniques for animation with audio
- Techniques to obtain, create and manage assets
- Techniques used to create animation with audio
- Techniques to save and export animation with audio
- Techniques to test/check and review animation with audio
- Improvements and further developments

SPRING TERM

R093: Creative iMedia in the media industry

- How style, content and layout are linked to the purpose
- Client requirements and how they are defined

R096: Animation with audio

- Students create animation with audio in line with requirements of client brief

SUMMER TERM

R093: Creative iMedia in the media industry

- Audience demographics and segmentation
- Research methods, sources and types of data
- Media codes used to convey meaning, create impact and/or engage audiences

YEAR 10 CURRICULUM OVERVIEW

Pupils are introduced to the concept of media; how it has evolved over time and how it influences their lives. Alongside this they will learn about a variety of animation styles. They will study distinctive styles used by famous animation companies and have the opportunity to experiment and replicate the techniques. Pupils can then make an informed choice about their preferred style and create a final piece in response to the client brief provided by the exam board.

Year 11 Media

AUTUMN TERM

R093: Creative iMedia in the media industry

- Work planning
- Documents used to support ideas generation

R094: Visual identity and digital graphics

- Purpose, elements and design of visual identity
- Graphic design and conventions
- Properties of digital graphics and use of assets
- Techniques to plan visual identity and digital graphics
- Tools and techniques of imaging editing software used to create digital graphics
- Technical skills to source, create and prepare assets for use within digital graphics
- Techniques to save and export visual identity and digital graphics

SPRING TERM

R093: Creative iMedia in the media industry

- Documents used to design and plan media products
- The legal issues that affect media
- Distribution platforms and media to reach audiences
- Properties and formats of media files

R094: Visual identity and digital graphics

- Students create visual identity and graphic design product in line with requirements of client brief

SUMMER TERM

Students complete corrections for coursework moderation and revision materials for exam in May.

YEAR 11 CURRICULUM OVERVIEW

Pupils continue to develop their knowledge of media by learning about the planning tools and documents used in real life job roles. The put this into practise in their coursework by completing a graphic design based unit that involves them designing and creating a logo and digital graphic in response to a client brief.

Year 12 Media

AUTUMN TERM

Unit 1: Media Products & Audiences

LO1 - Understand the ownership models of media institutions

LO2 - Understand how media products are advertised and distributed

LO3 - Understand how meaning is created in media products

Unit 2: Pre-Production & Planning

LO1 - Understand the factors that need to be considered during the planning of a media product

LO2 - Be able to interpret client requirements and target audience considerations

SPRING TERM

Unit 1: Media Products & Audiences

LO4 - Understand the target audiences of media products

LO5 - . Be able to evaluate research data used by media institutions

LO6 - Be able to evaluate legal, ethical and regulatory issues associated with media products

Unit 2: Pre-Production & Planning

LO3 - Be able to plan the preproduction of a media product

LO4 - Be able to create and evaluate pre-production documents for a new media product

SUMMER TERM

Unit 3: Create a Media Product

LO1 - Be able to create a proposal with sample materials for an original media product to a client brief

Unit 20: Advertising

LO1 - Know how existing advertising campaigns embed advertisements across a range of media products

YEAR 12 CURRICULUM OVERVIEW

Students continue to build on knowledge introduced at KS4, but in greater depth and breadth. Theoretical ideas are introduced and students apply these to a wider range of media products across different sectors. They are encouraged to seek out their own examples in independent study and develop their skills by analysing technical codes and conventions. Students are introduced to professional industry standard planning and pre-production documentation.

Year 13 Media

AUTUMN TERM

Unit 3: Create a Media Product

LO2 - Be able to plan and develop pre-production materials for an original media product to a client brief

LO3 - Be able to create production materials for an original media product to a client brief

LO4 - Be able to carry out post-production techniques and processes for an original media product to a client brief

Unit 20: Advertising

LO2 - Be able to plan a cross media advertising campaign to a client brief

LO3 - Be able to produce the planned media components

SPRING TERM

Unit 16: The Creation & Use of Sound in Media

LO1 - Understand how sound elements are used across media industries

LO2 - Know the techniques and processes used to create sound elements

LO3 - Be able to plan the production of sound elements for identified media purposes

LO4 - Be able to record, edit and review sound elements

SUMMER TERM

Students complete corrections for coursework moderation and revision materials for exam resits in May.

YEAR 13 CURRICULUM OVERVIEW

Knowledge from Year 12 is put into practice in Year 13, when students will create their own film, publishing, social media and audio products. They will now complete the expected documentation to industry standard to plan, design, produce and edit their own products taking into consideration current trends, influence from pop culture, individual ideas and the needs of both the client and target audience.