CURRICULUM AND ASSESSMENT PLAN



INTENT

Our Media curriculum aims to equip students with the skills to work in the creative industries, the fastest growing sector for employability. Students will engage in theory and key concepts, these will be translated and applied to creative practical components throughout the course. In an increasing media saturated society, we are passionate about enabling students to fully understand the power and influence media can have, from a multi-national conglomerate, to a seemingly simply post on social media. Students will develop skills employers within the industry want to see, including confidence, digital literacy, idea development, problem solving and application of practical skills.

| • | Prior learning | Students will build on existing digital literacy including the use of Office 365 from ICT and Making interpretations from a written text using skills developed in English. Students will explore they're knowledge of real-world media products. Build on analysing and Making interpretations from a written text using skills learnt in English. | | |
|---|------------------|---|--|--|
| | Units of study | Exam board and course: OCR Cambridge National in iMedia Exams 1 x 1 hour 30-minutes R093: The Media Industry - Media products, sectors and audiences. (40% of over all grade) R094: Visual identity - Understand the importance of communicating a brands message, plan and create a digital graphic for a brand based on a set brief. (25% of over all grade) R098: Visual imaging portfolio - Develop a visual image portfolio based on a live brief, planning and producing appropriate video sequence and photography for a set brief. (35% of over all grade) | | |
| V | Extra-curricular | Disney Land Paris trip (in conjunction with ICT) University of Wolverhampton degree show | | |

| | AUTUMN 1 | AUTUMN 2 | SPRING 1 | SPRING 2 | SUMMER 1 | SUMMER 2 |
|-----------------|---|---|------------------------------------|---|---|--|
| TOPIC/KNOWLEDGE | Media products, sectors and audience Students will know: • Traditional and new media • Job roles and responsibilities in the media • How media products create meaning for an audience • Audience demographics • Client requirements • Types of client briefs • Visual codes inc. typography and colour. | Students will know: Sw: • Purpose of brand logos and new media • Graphic design conventions nd responsibilities • How to communicate brand values a products create • Understand how target audience impacts brand identity demographics • Properties and typical elements of digital graphics ient briefs • Concepts of graphic design –Typography, Colour systems, trends and connotations | | brief. 1. Plan a visual i graphic | <u>nt window (R094)</u> raphic from a live set dentity and digital identity and digital | Technical codes in video Students will know: • Visual codes (Setting, costume, lighting) • Technical codes (camera work, editing, sound) |
| SKILLS | Interpret client requirements in client briefs to generate and plan ideas Develop ideas for a specific target audience based on a client brief Ability to deconstruct existing media products to identify primary/ secondary audience considering layout/ design/ production choices Be able to discuss the relationship between text and audience Create effective pre-production/ planning documentation Create a useful asset table Create a clear and detailed layout diagram of digital graphics Ensure dimension, resolution and file format are suitable for planned product Create a suitable visual identity incorporating suitable components, which is visually appealing and follows layout conventions Apply knowledge of briefs – interpret brief to generate own ideas Carry out research into graphic design to identify if the final work demonstrates a conventional or approach to the set brief Be able to sources assets to use in digital graphics Create own assets for use in digital graphics Create own assets for use in digital graphics Save and export graphics | | | | | |
| ASSESSMENT | | | R094 NEA final portf moderated) | olio (externally | Low-stakes knowledge test on key terminology and concepts R098 'The phone call' practice assignment | |
| VOCAB | Purpose (promote, educate, entertain, influence), style content and layout; conventions of genre; client requirements, client briefs (formal, informal, negotiated, written, commissioned); Audience segmentation. | | | h, visualisation docu | mentation. Audience | Technical codes, symbolic codes camera techniques, dialogue, sound effective, cuts, fade, camera movement, lighting techniques, mise en scene |

READING SKILLS

we use the careful reading strategy – before we read, we pre-teach vocabulary and practise this, during reading of client brief we highlight key terminology; after reading we complete comprehension questions and apply to real world examples/ our own designs.

PERSONAL DEVELOPMENT

Character will allow students to investigate, question and evaluate existing media products and their own productions. Organisation will help organise and store their practical work effectively and work to deadlines. Media will have difficult concepts, and showing resilience when attempting hard skills is helpful, encouraging objectivity and creativity. Working independently and being prepared to make mistakes in a safe and supportive environment allows students to flourish. Excellence in Media is about having high expectations of their own work, whether written or practical

SUPPORTING STUDENTS AT

HOME Completion of homework booklets/ revision quizzes. Students can be supported to revise by been tested on the content in their knowledge organisers

CURRICULUM AND ASSESSMENT PLAN MEDIA YEAR 11





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| | Prior learning | Students will build on knowledge from Y10 and apply key concepts and terminology to coursework and exam. | | | |
|---|------------------|---|--|--|--|
| | Units of study | Exam board and course: OCR Cambridge National in iMedia Exams 1 x 1 hour 30-minutes R093: The Media Industry - Media products, sectors and audiences. (40% of over all grade) R094: Visual identity - Understand the importance of communicating a brands message, plan and create a digital graphic for a brand based on a set brief. (25% of over all grade) R098: Visual imaging portfolio - Develop a visual image portfolio based on a live brief, planning and producing appropriate video sequence and photography for a set brief. (35% of over all grade) | | | |
| ۷ | Extra-curricular | Media intervention Photoshop Skill building workshops | | | |

| | AUTUMN 1 | AUTUMN 2 | SPRING 1 | SPRING 2 | SUMMER 1 | SUMMER 2 |
|-----------------|---|---|--|--|-------------------|----------|
| TOPIC/KNOWLEDGE | Technical codes in Photography Students will know: Photography composition including rule of thirds and framing. Equipment needed for photography Camera settings needed to take a well exposed photograph Editing processes required to enhance images for a purpose OCR Live assessment window (R098) Develop visual image portfolio (video sequence and series of photographs) based on a live brief Plan visual imaging portfolio Create visual imaging portfolio Review visual imaging portfolio | | The Media industry: Students will know • Research methods • client considerations • Distribution platforms for media products • Regulation of media products • Health and safety in the media industry | Exam revision/ Ex Revision of all key course in prepara examination | concepts from the | |
| SKILLS | Apply compositional techniques to photography and video Identify techniques used to generate and plan ideas Edit photographic images to improve suitability including sharpness, colour balance, cropping, brightness/ contrast To record video footage suitable for a purpose considering shot type, format, frame rate, scene, and subjects. To edit video footage, apply transitions and text to suit its purpose Checking and reviewing files ensuring they meet the client requirements Apply key concepts to practice exam questions | | | | | |
| ASSESSMENT | Low-stakes knowledg terminology and con R098 NEA final portfol moderated) | cepts | Low-stakes knowledge test on key terminology and concepts, key terms quizzes, questioning, cold calling, etc. | R093 Exam (80 marks, 1hr 301 | nin) | |
| VOCAB | depth of field, frame production, post-proc orientation, camera s watermark, proofing, cut, timeline, effects, | duction, framing, shots/ angles, editing transitions – split/ captions; pre- nts - location recce, risk | Qualitative and quantitative, primary and secondary research, formal and informal briefs, certification and regulation, location recce, risk assessment. | | | |

READING SKILLS

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PERSONAL DEVELOPMENT

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SUPPORTING STUDENTS AT

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CURRICULUM AND ASSESSMENT PLAN MEDIA YEAR 12



INTENT

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| Prior learning | If studied at KS4, students will have familiarity with key topics of audiences, pre- production and planning techniques, and basic software for media creation. Students who take Media from KS5, should have some experience with IT and Digital Media skills and awareness of a variety of Media products. | | | |
|------------------|---|--|--|--|
| Units of Study | Unit 2: Pre-production and planning in the Media (External exam) Unit 21: Pitching and planning a media product (Coursework) Unit 3: Create a Media product (Coursework) | | | |
| Extra-curricular | University of Wolverhampton – Photography workshop University of Stafford - Discovery day University of Wolverhampton/ Birmingham Degree show | | | |

| | AUTUMN 1 | AUTUMN 2 | SPRING 1 | SPRING 2 | SUMMER 1 | SUMMER 2 |
|-----------------|--|--|---|--|--|---|
| TOPIC/KNOWLEDGE | Introduction to Media Students will know: Genre conventions within the Audience demographics How to create a convention target audience. Pre-Production and planning Students will know: Creative pre-production pro Tools used to generate ideas Project management tools Financial constraints How to develop planning do production schedules, risk as media production (print and Legal and ethical issues inclu- slander, health and safety Regulation of film, tv, advert | Creating a Media product/ Pitching and planning Students will know: How to interpret a client brief Tools to generate ideas including mood boards and mind maps How to create a proposal for an idea for a new media product How to successfully pitch to a client How to create planning documents for own media product including mood boards, sketches, production plans, contingency plans. Legal and ethical issues appropriate for the Magazine industry. Create original content including photography copy and graphics Postproduction editing skills in Photoshop to create own magazine design How to gain and evaluate feedback | | | | |
| SKILLS | Skills for Unit 2 • Be able to apply concept of regulation to individual case studies • Be able to plan for the pre-production of a media product (Considering logistics, forms, call sheets, research and working to time scale) • Identify the different features of pre-production documentation • Create realistic pre-production documentation following conventions • Be able to allocate relevant personnel to different production stages • Evaluate pre-production documents in relation to their suitability and effectiveness • Independently complete practice exam questions Skills for Unit 3/ Unit 21 • Be able to allocate role innovative or original ideas for own product. • Interpret a client brief • Be able to take original Photography considering framing, focus and rule of thirds • editing effectively for purpose considering genre and audience • Know key principals of Photoshop (including Layering, cropping, cutting out and adding text) to create meaning for an audience. | | | | | |
| ASSESSMENT | Low-stakes knowledge tests on ke Unit 2 mock exam - December Unit 2 exam – January | y terminology and concepts. | LO1: Be able to create brief. LO2: Be able to plan a client brief LO3: Be able to create LO4: Be able to create to a client brief | arked using the following e a proposal with sample in and develop pre-production e production materials for out post-production techr incher marked against the | materials for an original m on materials for an origina an original media produa niques and processes for a | edia product to a client al media production to a at to a client brief an original media product |
| VOCAB | advertising), personnel, and facili information act, Libel, Slander, dd regulation (ASA, BBFC, Ofcom.) LO2: Client brief (contractual, for Demographics, psychographics, LO3: Project management softwo scales, milestones, contingencies LO4: Proposal, treatment, SWOT, | ata protection act, copyright) mal, informal, explicit, implicit) are, production schedules, time s, logistics, relevant personnel | thirds, folios, pull quot | ntions, mast head, pug, cc es, drop cap, cover mode ers, adjustments, colour c file export. | el, anchorage, Photoshop | tools and techniques |

READING SKILLS

PERSONAL DEVELOPMENT

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SUPPORTING STUDENT'S AT HOME

Completion of homework tasks/ revision quizzes. Students can be supported to revise by been tested on the content in their knowledge organisers and complete coursework tasks in their online PowerPoints.

CURRICULUM AND ASSESSMENT PLAN MEDIA YEAR 13





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| Prior learning | Students will build on knowledge and practical skills gained from Y12 | | |
|------------------|--|--|--|
| Units of Study | Unit 1: Media Products and audiences (External Exam) Unit 22: Script writing (Coursework) Unit 20: Creating an advertising campaign (Coursework) | | |
| Extra-curricular | Targeted coursework/ UCAS intervention | | |

| | AUTUMN 1 | AUTUMN 2 | SPRING 1 | SPRING 2 | SUMMER 1 | SUMMER 2 |
|----------------|---|--|--|--|----------|----------|
| EDGE | Script Writing Students will know: Principals of script writing conventions for a variety of genres (news, tv drama, film, radio) Plan and develop ideas including character and narrative development for a new TV show Legal and ethical implications of their ideas Pre-production documents to support script writing Create production material t Script conventions/ techniques and processes | | existing advertising camp conventions of chosen m campaign legal and ethical issues in | edium for planned advertising advertising campaigns s to create own campaign e and processes (video | | |
| TOPIC/KNOWLEDG | how stereotypes are media products. Up to date knowled ownership consideri subsidiaries Demographic profili products principals of media sectors Audience research primary and second copyright and cens the ethical impact of violence/moral par Exam case studies frepresentation, visuo | cross-media promotion e reinforced or challenged in dge of media structure and ing conglomerates and es of audiences for media a regulation in the different methods dary research methods orship of media products considering | | | | |
| SKILLS | Unit 22 Create innovative or original ideas for own script idea Discuss strengths and weaknesses of different ideas Create a script that follows the codes and conventions of the chosen genre and appeals to get target audience Evaluate strengths and weaknesses of own script Unit 1 • Apply Media theory to set case studies • Critically analyse the codes and conventions of media texts linking to purpose Explain the purpose of audience research with examples • Justify why audiences engage with media products using theoretical frameworks Unit 20 • Plan and Create planning documentation • Follow safe working practices during production for creating components • Be able to take relevant and technically sound images/ video footage for own cross media campaign • Apply detailed knowledge of legal and ethical issues in advertising campaigns and understanding how this will affect own ideas | | | | | |
| ASSESSMENT | criteria, as well as knowl LO1: Understand scripted products LO2: Be able to generate media product, in respon LO3: Be able to produce in response to a client br Media Products and aud | e the script for a media product, ief <u>diences</u> ests on key terminology and | Advertising campaign LO1: Know how existing adver advertisements across a range LO2: Be able to plan a cross-n to a client brief LO3: Be able to produce the p Each topic will be teacher mo criteria, as well as knowledge | e of media products nedia advertising campaign planned media components urked against the P/M/D | | |

READING SKILLS

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