

Year 12	Year 13
Term 1	Term 1
Unit 6 – Social Media Unit 1 – Products and audiences	Unit 4 – Learning Aims A,B,C
Term 2	Term 2
Unit 6 – Social Media Unit 1 – Products and audiences	Unit 4 – Learning Aims D Unit 8 – Exam prep
Term 3	Term 3
Unit 20 – Advertising	Unit 10 – Learning Aim A Unit 8 – Exam prep Unit 10 Learning Aim B
Term 4	Term 4
Unit 20 – Advertising	Unit 10 Learning Aim C
Term 5	Term 5
Unit 1 Revision Unit 2 – Pre-Production	Unit 1 – Revision
Term 6	Term 6
Unit 2 – Pre-production	--

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<p>Unit 1</p> <ul style="list-style-type: none"> Understand the ownership models of media institutions Understand how media products are advertised and distributed Understand how meaning is created in media products Understand the target audiences of media products Be able to evaluate research data used by media institutions Be able to evaluate legal, ethical and regulatory issues associated with media products <p>Unit 6</p> <ul style="list-style-type: none"> Understand how online and social media products are used Understand the impact of social media and globalisation on media audiences and producers Understand how global industries use social media Know how to plan and manage a social media campaign 	<p>Unit 4</p> <ul style="list-style-type: none"> Understand the requirements of pre-production of a digital media product Requirements for a specific media production The formats for pre-production processes The functions of pre-production processes The purposes of pre-production documentation Carry out pre-production for a digital media product: Procedures to follow, Pre-production requirements relevant to specific media sector Formats for documenting pre-production Contents of pre-production portfolio Maintaining a pre-production portfolio Review pre-production of a digital media product: Elements of pre-production, Project management <p>Unit 8</p> <ul style="list-style-type: none"> Rationale for ideas in response to a commission Use of research and background material Understanding the client/commission Ideas generation Developing a response to a commission Operational considerations Creating print digital media
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<p>Unit 20</p> <ul style="list-style-type: none"> Know how existing advertising campaigns embed advertisements across a range of media products Be able to plan a cross media advertising campaign to a client brief Be able to produce the planned media components <p>Unit 2</p> <ul style="list-style-type: none"> Understand the factors that need to be considered during the planning of a media product Be able to interpret client requirements and target audience considerations 	<p>Unit 10</p> <ul style="list-style-type: none"> Narrative filmmaking – purposes, formats, narrative structures and visual storytelling Genre, audience and textual analysis Filmmaking techniques Sourcing material for film production Production management Apply post-production techniques to a fictional film utilising codes and conventions of a specified genre

<ul style="list-style-type: none"> • Be able to plan the pre-production of a media product • Be able to create and evaluate pre-production documents for a new media product 	
	<p>Unit 1 – revision of knowledge</p> <ul style="list-style-type: none"> • Media representations in context • Theories of media representation • Constructing messages • Audience decoding • Semiotics: media language • Expectations and subversion of genre • Camerawork and photography • Effects of representation