



YEAR 12

- Term 1
- Unit 6 – Social Media
 - Unit 1 – Products and audiences

- Term 2
- Unit 6 – Social Media
 - Unit 1 – Products and audiences

- Term 3
- Unit 20 – Advertising

- Term 4
- Unit 20 – Advertising

- Term 5
- Unit 1 Revision
 - Unit 2 – Pre-Production
 - Term 6
 - Unit 2 – Pre-production

Term 1 & 2

- Unit 1
- 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

- Unit 6
- 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
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Term 3-4

- Unit 20
- 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

- Unit 2
- 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
 - 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

Term 5-6

- Unit 1 & 2 revision for summer exam
- Complete coursework assignment for Unit 20 using key knowledge from term 5-6

YEAR 13

- Term 1
- Unit 4 – Learning Aims A,B,C

- Term 2
- Unit 4 – Learning Aims D
 - Unit 8 – Exam prep

- Term 3
- Unit 10 – Learning Aim A
 - Unit 8 – Exam prep
 - Unit 10 Learning Aim B

- Term 4
- Unit 10 Learning Aim C

- Term 5
- Unit 1 – Revision

Term 1 & 2

- Unit 4
- 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

- Unit 8
- 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

- Why are pre-production processes important in the creation of a Media product?*
- How do independent film makers secure funding and manage budgets?*
- Why is primary and secondary research important when responding to a commission?*
- What are the legal and ethical conditions to consider during production of a print media product?*
- What makes an effective pitch?*

Term 3-4

- Unit 10
- 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

- What is Todorov’s theory?*
- What is the importance of codes and conventions in genre?*
- How do binary oppositions drive the narrative of films?*
- What is Propp’s theory?*
- What are the 5 uses of media?*

Term 5-6

- Unit 1 – revision of knowledge
- 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

Students will have finished the course at the end of term 5

- Why is representation of minority groups important to social hegemony?*
- How are meanings encoded into media products?*
- How is gender discussed in Judith Butlers gender troubles?*
- What is mean world syndrome and how does it impact media consumption?*
- What are the micro and macro elements of a film which are analysed in a textual analysis?*