

	<b>KS4 prior learning</b>	<b>By the end of the term, students can:</b>	Year 12 Term 1 Unit 1: Media products and audiences & Unit 3 Create a media product	Year 12 Term 2 Unit 3 Create a media product	Year 12 Term 3 Unit 24 Cross Media Awareness	Year 13 Term 1 Unit 2 Pre-Production and Planning & Unit 20 Advertising Media	Year 13 Term 2 Unit 20 Advertising Media	Year 13 Term 3
	<i>How are you supporting transition of knowledge from KS5 FE/HE?</i>	Define the key tier 3 <b>vocabulary:</b>	Media industries and, specialist providers, conglomerate, independent companies, public service models, production, vertical and horizontal integration, synergy, job roles, organisations, advertising, contemporary, adverts, trailers, pop-ups, evaluate, audiences, distribution, mise-end-scène, camerawork, editing, sound, layout house style and colour scheme	Distribution, mise-end-scène, camerawork, editing, sound, layout house style and colour scheme, photography techniques, captions, font styles, jingles and motifs, denotation/connotation, macro-concepts, genre, narrative, representation, mass, mainstream, niche, demographic, profile, psychographics,	Black box, convergent technology, digital content, Digital distribution, Marketing channels, Mode of address, Social media, ethnological convergence, Video on demand, print, television, audience, gender, lifestyle, interests, spending power, marketing,	video, factors, evaluate, production, corporate finance, advertising, constraints, personnel, facilities, resources, locations, Freedom, Intellectual Property Rights , Data Protection, Copyright, Libel, regulatory, Ofcom, Performing, requirements, socio-economic, gender, ethnic group , psychographics, geo-demographics, sexual orientation, mainstream versus niche, project,	USP, proposition, approach, representation, campaign, media, evaluation, generation, requirements, Compliance, advert, apply, visual, effect, interactive, movie, paper, transitions, audio, equipment, reference, draft, guidelines, component, directing, annotate, technical, meeting, compliance, legal.	

		<p>Recall the <b>knowledge:</b></p>	<p>Discussion of the different types of media industries. Discuss institutions that produce media products. Understanding of ownership models. compare the difference between private conglomerate structures, independent companies and public service models. Explain how media companies operate. Explain the different types of job roles in media. Explain the production processes behind media products. Explain the difference between types of advertising in media industries. Evaluate how media products are advertised to audiences. Evaluate how products are distributed to media audiences. Explain the use and application of production techniques. Critically analyse the codes and conventions. Evaluate primary and secondary research methods. Explain the purpose of research. Evaluate the ethical impact. Identify type of proposal. Identify content for proposal. How to develop production materials. Create health and safety documents. Create risk assessment. Create visualisations, Create Mood boards, use techniques on assets, incorporate codes and conventions, be able to edit assets, be able to review assets.</p>	<p>Evaluate how products are distributed to media audiences. Explain the use and application of production techniques. Critically analyse the codes and conventions. Evaluate primary and secondary research methods. Explain the purpose of research. Evaluate the ethical impact. Identify type of proposal. Identify content for proposal. How to develop production materials. Create health and safety documents. Create risk assessment. Create visualisations, Create Mood boards, use techniques on assets, incorporate codes and conventions, be able to edit assets, be able to review assets.</p>	<p>Describe the media products for an identified industry sector. Discuss how successful media concepts have been positively exploited across multiple media industries. Explain the use of converging technologies within an identified sector. Discuss how the industry has utilised developments in technologies. Explain the use of converging technologies within an identified sector. Describe what skills are required for differing media industry job roles. Explain the behaviours and attributes required for a specific job role. Explain how personal behaviours and attributes affect career development opportunities within the media industry. Explain the importance of etiquette when working on a media production</p>	<p>Evaluating the factors that need to be considered when planning, Describe the impact of legal issues. Discuss the impact of regulatory issues. Discuss the impact of ethical issues. Evaluate client requirements and target audience considerations. Identify tools to be used in the creation of media products. Identify target audience factors. Describe how to plan the pre-production process for the production of a media product. Identify areas of a Gantt chart. Understand how to how to create a variety of pre-production documents in relation to different media products. Evaluate pre-production documents in relation to their effectiveness for media products. Create media products. Safely operate equipment. Apply post production techniques. Apply pre-production techniques. Understand model release forms. Understand risk assessment.</p>	<p>Evaluating the factors that need to be considered when planning, Describe the impact of legal issues. Discuss the impact of regulatory issues. Discuss the impact of ethical issues. Evaluate client requirements and target audience considerations. Identify tools to be used in the creation of media products. Identify target audience factors. Describe how to plan the pre-production process for the production of a media product. Identify areas of a Gantt chart. Understand how to how to create a variety of pre-production documents in relation to different media products. Evaluate pre-production documents in relation to their effectiveness for media products. Create media products. Safely operate equipment. Apply post production techniques. Apply pre-production techniques. Understand model release forms. Understand risk assessment.</p>	
<p><b>What we want our students to do</b></p>	<p>many pupils will have studied Creative media at KS4. They will have a sound understanding of the early concepts of the KS5 course. Students</p>	<p>Demonstrate excellence in these <b>skills:</b></p>	<p>Understanding of the different types of media industries. Give examples of specialist providers within each key medium. Different</p>	<p>Be able to create production materials for an original media product to a client brief. Be able to carry out post-production</p>	<p>Identifying which media industries create digital content. Identifying which media industries create audio-visual and audio</p>	<p>Understanding the factors that need to be considered during the planning of a media product. Being able to interpret client</p>	<p>Interpreting client brief and interpret its meaning for a media production. Analysing target audiences for media productions and</p>	

	<p>that did not study in KS4 will be supported by small group work to learn the skills required.</p>		<p>types of media. Private conglomerate structures, independent companies and public service models. Different parts of a company that contribute to wider production processes. The use of synergy and cross-media promotion. The different types of job roles in media organisations. Knows the difference between types of advertising in media industries. Is able to evaluate how media products are advertised to audiences. Can evaluate how products are distributed to media audiences. Demonstrates production techniques. Is able to critically analyse codes and conventions. Shows awareness of primary and secondary research. Be able to create a proposal with sample materials for an original media product to a client brief. Be able to plan and develop preproduction materials for an original media product to a client brief. Be able to create production materials for an original media product to a client brief. Be able to carry out post-production techniques and processes for an original media product to a client brief. Justify content, distribution and marketing methods identified for the planned production to meet a client brief. Legal and ethical issues are identified and resolved for the planned production.</p>	<p>techniques and processes for an original media product to a client brief. Justify content, distribution and marketing methods identified for the planned production to meet a client brief. Legal and ethical issues are identified and resolved for the planned production. Create production material that follows the codes and conventions of the chosen genre for the media product. Demonstrate how the exported media product meets the client brief. Analyse how post-production techniques and processes create meaning in the media product to meet the client brief.</p>	<p>products. Differentiating between digital content. Evidencing their knowledge of a range of different types of media products. Defining demographic groups that audiences can be categorised by. Defining what digital distribution means. Explaining the effect of technological convergence on distributing products and how audiences access the products. Identifying what job roles and responsibilities are within in the industry. Identifying the difference between practical and technical skills.</p>	<p>requirements and target audience considerations. Being able to plan the preproduction of a media product. Being able to create and evaluate pre-production documents for a new media product. Understand the impact of legal issues that surround the production of new media. Demonstrating understanding of the impact of regulatory organisations concerned with the media sector. Showing awareness of ethical issues surrounding pre-production. Interpreting client brief and interpret its meaning for a media production. Analysing target audiences for media productions and the various factors that will affect how the production is developed and completed. Legal and ethical issues are identified and resolved for the planned production. Create production material that follows the codes and conventions of the chosen genre for the media product. Demonstrate how the exported media product meets the client brief. Analyse how post-production techniques and processes create meaning in the media product to meet the client brief.</p>	<p>the various factors that will affect how the production is developed and completed. Legal and ethical issues are identified and resolved for the planned production. Create production material that follows the codes and conventions of the chosen genre for the media product. Demonstrate how the exported media product meets the client brief. Analyse how post-production techniques and processes create meaning in the media product to meet the client brief.</p>	
<p><b>Key assessment questions:</b></p>								

<p><b>Disciplinary Rigour</b></p>		<p>What makes your subject different to other subjects? What are the expectations for students in your subject area in the KS5 qualification specification?</p>	<p>The aim of Unit 1 is for the students to develop their understanding of how different media institutions operate in order to create products that will appeal to specific target audiences. They will therefore learn about the different ownership models in the media industries, and they will learn how to analyse different media products within the sector to understand the fundamentals of how meaning is created for audiences. They will learn about how audiences are categorised, researched and targeted by media producers and how media institutions distribute and advertise their products to audiences. The aim of Unit 3 is for the students to develop knowledge and understanding of the production processes for producing one of the following media products:</p> <ul style="list-style-type: none"> <li>· print-based</li> <li>· audio-visual</li> <li>· audio</li> </ul> <p>They will apply their learning gained in Units 1 and unit 2 if completed, to plan and produce a media product. They will complete planning materials to take them forward in the production and post-production stages of your intended media product. They will plan, produce and edit original content for your intended product.</p>	<p>The aim of Unit 3 is for the students to develop knowledge and understanding of the production processes for producing one of the following media products:</p> <ul style="list-style-type: none"> <li>· print-based</li> <li>· audio-visual</li> <li>· audio</li> </ul> <p>They will apply their learning gained in Units 1 and unit 2 if completed, to plan and produce a media product. They will complete planning materials to take them forward in the production and post-production stages of your intended media product. They will plan, produce and edit original content for your intended product.</p>	<p>The aim of Unit 24 is for the students to develop their understanding of how different media sectors operate and what products they produce. They will develop awareness of how concepts and brands are adapted into different products (such as books into films) in order to widen audience reach. they will learn about the impact that new technologies have on the industry in terms of revolutionising the production and distribution of their products and opportunities for synergy. They will investigate different job roles within the media industry, be able to compare and contrast skills needed, and plan a suitable route of progression into the career that you have an interest in. They will also be given the opportunity to investigate a job role in order to gain an understanding about a position within a wider hierarchy in a specific sector.</p>	<p>By completing Unit,20 the students will understand advertising campaigns and how audio-visual, print based or audio advertising media are used within them. They will plan an advertising campaign for a product or service, selecting the appropriate media components to produce it. They will produce original media components for incorporating into a campaign, considering the market and its target audience, as well as legal and ethical constraints, to ensure that all components comply with the required codes and conventions of the genre. By completing Unit 2 ,the students will understand the pre-production process that the creative media industry follows when creating a product. They will learn how to carry out research in the planning stage of a media production and about the various pieces of legislation that need to be considered. They will learn about the constraints that need to be considered when planning a new media production, including timescales and resources. They will understand how to create pre-production documents in relation to client requirements and how to plan projects to meet these needs.</p>		
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