	Year 12 Digital Media					
	Autumn Term 1	Autumn Term 2	Spring Term 1	Spring Term 2	Summer Term 1	Summer Term 2
BIG Q Content *(max 5)*	**Unit 1 – Media products & audiences** LO1: How do different ownership models shape media institutions? LO2: How are media products advertised and distributed? LO3: How is meaning created in media products?	**Unit 1 – Media products & audiences** LO4: Why is understanding target audiences important in media? LO5: How do media institutions use and evaluate research data to shape their products? LO6: What legal, ethical, and regulatory issues affect media products?	January Exam – Unit 1 **Unit 3 – Create a media product** LO1: How can ideas be presented clearly to match a client brief? LO2: What pre-production materials are needed to successfully meet a client brief? LO3: What skills are needed to produce effective media content? LO4: How does editing and post-production shape the final media product? **Unit 21 – Plan & deliver a pitch for a media product** LO1: How can ideas be developed to meet a client's needs? LO2: How can you present ideas clearly and persuasively to a client? LO3: How can you confidently pitch a media idea and respond effectively to questions? May exam – Unit 1 resit May moderation – Unit 3			**Unit 24 – Cross media industry awareness** LO1: What types of products are created across different media industries? LO2: What skills, behaviours, and attributes are needed to succeed in a media industry?
Vocabulary *(max 10)*	1. Conglomerate 2. Independent company 3. Public Service Broadcaster 4. Cross media ownership 5. Vertical integration 6. Horizontal integration 7. Codes & conventions 8. Connotation 9. Denotation 10. Mise-en-scene	1. Demographics 2. Psychographics 3. Niche audience 4. Mainstream audience 5. Primary research 6. Secondary research 7. Quantitative 8. Qualitative 9. Regulation	Unit 3 1. Proposal 2. Purpose 3. Pre-production 4. Production 5. Post-production 6. Editing 7. Exporting 8. Codes & conventions	Unit 21 1. Proposal 2. Qualitative 3. Quantitative 4. Conceptualising 5. Demographics 6. Medium 7. Scheduling 8. Synopsis 9. Constraints 10. Feedback		1. Technological convergence 2. Digital content 3. Digital distribution 4. Marketing channels 5. Social media 6. Black box 7. Career pathways
Catholic Link	Common good	Human Dignity	Common Good	Common Good		Dignity of Work
Careers Link	Director, Journalist	Social media manager, Market research analyst	Photographer, Content creator, Creative directors	Project manager, Media broadcaster		Director, Graphic designer, Games designer
Ways to enrich the year 12 curriculum at home…*(max 3)* •						