	Year 13 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 2 – Pre-production and planning** LO1: What needs to be considered during the planning of a media product? LO2: How do I interpret requirements and target audience considerations? **Unit 6 – Social Media & Globalisation** LO1: How are social media products used? LO2: How does social media & globalisation impact audiences and producers?	**Unit 2 – Pre-production and planning** LO3: How do I plan the pre-production of a media product? LO4: How do I create and evaluate pre-production documents for a media product? **Unit 6 – Social Media & Globalisation** LO3: How do global industries use social media? LO4: How should a social media campaign be planned and managed?	January – Exam for Unit 2 and Unit 6 **Unit 21 – Plan & deliver a pitch for a media product** LO1: How do I generate ideas for an original media product based on a client brief? LO2: How do I create a proposal and pitch for a media product?	**Unit 21 – Plan & deliver a pitch for a media product** LO3: How can I successfully deliver a pitch of ideas about a proposed media product?	May – Exam for Unit 2 and Unit 6 Unit 2 & Unit 6 recap Unit 21 – Work for moderation	
Vocabulary *(max 10)*	**Unit 2** 1. Advertising 2. Contingencies 3. Ethical issues 4. Legislation 5. Regulation 6. Proposal 7. Production Schedule 8. Crowdfunding 9. Socio-economic 10. Psychographics	**Unit 6** 1. Globalisation 2. Censorship 3. Collaboration 4. Moral panics 5. Multimedia 6. Global reach 7. Distribution 8. UGC (User Generated Content) 9. Social media sales funnel	1. Client brief 2. Demographics 3. Qualitative 4. Quantitative 5. Conceptualising 6. Conventions 7. Medium 8. Synopsis 9. Mood board 10. Focus group		Keywords from Unit 2 and Unit 6	
Catholic Link	Rights & responsibilities	Rights & responsibilities, Human Dignity	Participation	Participation		
Careers Link	Producer, project manager, market researcher	Social media manager, Content creator	Creative director, Marketing consultant	Business development manager, Public relations officer	Media production coordinator	

Ways to enrich the year 13 curriculum at home…

- Watch a range of TED Talks on digital marketing, social media influence and ethical technology.
- Read Ofcom reports on media use and online behaviour.
- Choose a charity that is close to your heart, design your own social media campaign for the charity. Remember to include the content to be used, platforms and milestones