# Digital Media $\infty$ T: Level SUBJEC

### What is Being Assessed **Topics Being Taught** LO1 Understand the ownership models of media institutions LO2 Understand Unit 1: Media how media products are advertised products and audiences and distributed LO3 Understand how meaning is created in media products Autumn Term October Half Term LO4 Understand the target audiences of Unit 1: Media media products LO5 Be able to evaluate research data used by media institutions products and LO6 Be able to evaluate legal, ethical and audiences regulatory issues associated Christamas LO1 Understand the factors that need to be considered during the planning of Unit 2 Pre-production a media product LO2 Be able to and planning interpret client requirements and target audience considerations February Half Term LO3 Be able to plan the preproduction of a Unit 2 Pre-production media product LO4 Be able to create and and planning evaluate pre-production documents for a new media product Easter Unit 2 Pre-production EXAM PREPARATION AND EXAM IN and planning JUNE May Half Term LO1 Be able to create a proposal with sample materials for an original media Unit 3: Create a media product to a client brief LO2 Be able to plan product and develop pre-production materials for

## **Overall Intent**

production cycle;

from planning and pre-production right through to editing, postproduction and

analyse

requirements,

and visualise these

all the

way through

industry.

Students

presentation

protecting themselves and those they're working with from

concept alive working in line with legal and regulatory requirements,

and effective way,

research market demand and bring a media





Students will develop professional and social skills through and peers; as well as theoretical and technical knowledge and

social skills through interaction

with performers,

clients

understanding to underpin these skills.

This will allow their creativity and flair to be harnessed in

the design and production of media products used within the

will develop conceptual ideas,



















an original media product to a client brief

# What is Being Assessed **Topics Being Taught** LO3 Be able to create production materials for an original media product to a client Unit 3: Create a media brief LO4 Be able to carry out postproduct production techniques and processes for an original media product to a client brief Autumn Term October Half Term LO1 Understand how online and social media Digital Media products are used LO2 Understand the impact of Unit 6 Social Media social media and globalisation on media and Globalisation audiences and producers LO3 Understand how global industries use social media LO4 Know how to plan and manage a social media campaign Christamas LO1 Know how existing advertising embed advertisements Unit 20 Advertising across a range of media products LO2 Media Be able to plan a cross media advertising campaign to a client brief $\infty$ February Half Term T: Level Unit 20 Advertising LO3 Be able to produce the planned Media media components FINISH PROJECT Easter SUBJEC **REVISION FOR EXAM RESITS UNTIL YEAR 13** STUDY LEAVE. May Half Term

# **Overall Intent**























and peers; as well as theoretical and technical knowledge and understanding to underpin these skills. Students will develop professional and This will allow their creativity and flair to be harnessed in social skills through interaction with performers, clients

the design and production of media products used within the

concept alive working in line with legal and regulatory requirements, production cycle; presentation industry. from planning and pre-production right through to editing, postproduction and develop conceptual ideas, all the way through

protecting themselves and those they're working with from