

Curriculum Overview

K S 3 7 - 9	ENGLISH		ICT		ART					
	Yr 9 - Supertrailers Project		Yr 9 - Supertrailers Project		Yr 9 - Art Workshops Digital Manipulation - HORROR POSTERS Animation - FLICKBOOK/FILM					
	<ul style="list-style-type: none"> Research Continuity Editing Organisational skills Shot Sequencing Video/Audio editing 		<ul style="list-style-type: none"> Layout Conventions of Posters Typography 		<ul style="list-style-type: none"> Fundamentals of Animation Shot sequencing Framing 					
N C										
Y e a r 1 0	BTEC TECH CREATIVE MEDIA PRODUCTION Component1: Exploring Media Products		BTEC TECH CREATIVE MEDIA PRODUCTION Component1: Exploring Media Products		BTEC TECH CREATIVE MEDIA PRODUCTION Component1: Exploring Media Products		BTEC TECH CREATIVE MEDIA PRODUCTION Component1: Explore how media products are created to provide meaning and engage audiences		BTEC TECH CREATIVE MEDIA PRODUCTION Component1: Explore how media products are created to provide meaning and engage audiences	
	1.A1 CASE STUDY - Genre & Audience Identifying Genre types and understanding Codes and Conventions Identifying Audience Types and Understanding Audience Appeal		1.A2 CASE STUDY - Narrative & Representation Understanding Narrative theories and Representations within Media Products		1.A3 - A6 FRANCHISE TASKS Exploring Media Industry and Investigating media products Understanding the Purpose of Media products		1.B1 TRAILER ANALYSIS PARTS 1 & 2 Genre, narrative, representations and audience interpretation Stylistic Codes		1.B2 Trailer Comparison Media production techniques Technical Codes Comparison of Trailer across Genres	
L i n k s	KS3	KS5	KS3	KS5	KS3	KS5	KS3	KS5	KS3	KS5
	ICT - Supertrailers Project Genre specific trailers	Level 3 Creative Digital Media Production - Unit 10 Film Production; Research & Comparison Unit 6: Media Campaigns - Audience Types	ICT - Supertrailers Project Continuity Editing	Level 3 Creative Digital Media Production - Unit 10 Film Production & Film Analysis Unit 1 Representations	ICT - Supertrailers Project Trailer Research	Level 3 Creative Digital Media Production - Unit 6 Media Campaigns Promotional platforms, Cross Media Strategy	ICT - Supertrailers Project Super Trailer Review	Level 3 Creative Digital Media Production - Unit 10 Film Production: Film Analysis Unit 1 Representations	ICT - Supertrailers Project Super Trailer Review	Level 3 Creative Digital Media Production - Unit 10 Film Production: Film Comparison Unit 4 - Pre Production Portfolio: Technical Testing
S k i l l s	Research skills Understand Key Concepts of Media Studies		Google Classroom /Google docs Research skills - using search engines effectively		Google Classroom /Google docs Research skills - using search engines effectively		Google Classroom /Google docs Interpretation of Media Products		Research Google Classroom /Google docs Deconstruct media products	
	Learners will develop their understanding of the relationship between media products, their audiences		Explore how genre, narrative and representation are combined to engage their audience.		Learn how media products engage audiences for a given purpose.		Develop their understanding of how media products are created to appeal to their audiences		Understanding of how different production techniques combine to create meaning	
N C	<ul style="list-style-type: none"> the codes and conventions of media language, how they develop and become established as 'styles' or genres (which are common across different media products) and how they may also vary over time and why media products are aimed at a range of audiences, from small, specialised audiences to large mass audiences the ways in which media organisations target audiences through marketing, including an understanding of the assumptions organisations make about their target audience(s) how media organisations categorise audiences theoretical perspectives on audiences, including active and passive audiences; audience response and audience interpretation Blumler and Katz's Uses and Gratifications theory 		<ul style="list-style-type: none"> the various forms of media language used to create and communicate meanings in media products how choice (selection, combination and exclusion) of elements of media language influences meaning in media products, including to create narratives the ways in which the media re-present (rather than simply present) the world, and construct versions of reality the choices media producers make about how to represent particular events, social groups and ideas the ways aspects of reality may be represented differently depending on the purposes of the producers 		<ul style="list-style-type: none"> the nature of media production, including by large organisations, who own the products they produce, and by individuals and groups the impact of production processes, personnel and technologies on the final product, including similarities and differences between media products in terms of when and where they are produced intertextuality, including how inter-relationships between different media products can influence meaning 		<ul style="list-style-type: none"> the various forms of media language used to create and communicate meanings in media products how choice (selection, combination and exclusion) of elements of media language influences meaning in media products, including to create narratives, to portray aspects of reality, to construct points of view, and to represent the world in ways that convey messages and values the ways in which the media re-present (rather than simply present) the world, and construct versions of reality the different functions and uses of stereotypes, including an understanding of how stereotypes become established, how they may vary over time, and how stereotypes enable audiences to interpret media quickly how representations reflect the social, historical and cultural contexts in which they were produced analyse and compare how media products construct and communicate meaning and generate intended interpretations and responses 		<ul style="list-style-type: none"> the various forms of media language used to create and communicate meanings in media products how choice (selection, combination and exclusion) of elements of media language influences meaning in media products, including to create narratives, to portray aspects of reality, to construct points of view, and to represent the world in ways that convey messages and values the factors affecting audience interpretations of representations, including their own experiences and beliefs the ways in which people's media practices are connected to their identity, including their sense of actual and desired self analyse and compare how media products construct and communicate meaning and generate intended interpretations and responses 	
	Y e a r 1 1	BTEC TECH CREATIVE MEDIA PRODUCTION Component 2: Developing Digital Media Production Skills		BTEC TECH CREATIVE MEDIA PRODUCTION Component 2: Developing Digital Media Production Skills		BTEC TECH CREATIVE MEDIA PRODUCTION Component 2: Apply media production skills and techniques		BTEC TECH CREATIVE MEDIA PRODUCTION Component 2: Apply media production skills and techniques		BTEC TECH CREATIVE MEDIA PRODUCTION Component 2: Review own progress and development of skills and practices
Practical skills and techniques - 2.A1 Skills & Techniques: Skills Audit & Shots, Angles, Movement Workshop 2.A2 Skills & Techniques: Editing Workshop 2.A3 Skills & Techniques: Audio Editing Workshop, Foley Workshop		Planning skills - 2.A4 Narrative Structure/ storylines 2.A5 Intro Storyboarding		Pre-production processes and practices- 2B.1 Creating Storyboard 2B.2 Pre - Production paperwork - Location Forms, Risk Assessments...		Production processes and practices - 2B.4 Filming Production Post-production processes and practices 2B.5 Editing Video - Rough Edits, Transitions, VFX 2B.6 Editing Audio - Sound Levelling, Soundtrack, SFX		Review of progress and development 2C.1 Skills Audit 2C.2 Review		

			2.A6 Technical Skills Log		2B.3 Film Proposal/treatment					
L i n k s	KS3	KS5	KS3	KS5	KS3	KS5	KS3	KS5	KS3	KS5
	ICT - Supertrailers Project Continuity Editing	Level 3 Creative Digital Media Production - Unit 10 Film: Production 1st shoot	ICT - Supertrailers Project Developing a Narrative workshop	Level 3 Creative Digital Media Production - Unit 4 Pre Production Portfolio Narrative, Plot, Storyline Level 3 Creative Digital Media Production - Unit 10 Film: Production Plan	ICT - Supertrailers Project Storyboarding with CANVA	Level 3 Creative Digital Media Production - Unit 4 Pre Production Portfolio Pre-production Paperwork Planning documents	ICT - Supertrailers Project Continuity Editing Publishing Trailer	Level 3 Creative Digital Media Production - Unit 10 Film: Post Production Editing Films Level 3 Creative Digital Media Production -Unit 6 Editing Cross media strategy products	ICT - Supertrailers Project Publishing Film Feedback forms	Level 3 Creative Digital Media Production - Unit 4 Pre Production Portfolio: Project Management Review UNIT 6 Media Campiagns: Review of Campaign
S k i l l s	Google Classroom /Google docs Practical Camera Techniques Photographic Techniques Sound recording Editing audio/ video skills		Google Classroom /Google docs Constructing narratives Todorovs theory Production planning Organisational skills		Google Classroom /Google docs Pre production/planning Organisational skills Public speaking/pitching ideas Conventions ofstoryboarding		Google Classroom /Google docs Editing audio/ video skills Sequencing/ Contiunity editing Publishing film - formatting for exhibition		Google Classroom /Google docs Analysing feedback Organisational skills Reflective Study	
N C	<ul style="list-style-type: none"> the relationship between technology and media products use specialist subject specific terminology appropriately the codes and conventions of media language, how they develop and become established as 'styles' or genres (which are common across different media products) and how they may also vary over time 		<ul style="list-style-type: none"> use media language to express and communicate meaning to an intended audience use specialist subject specific terminology appropriately the relationship between technology and media products theoretical perspectives on genre, including principles of repetition and variation; the dynamic nature of genre; hybridity and intertextuality theories of narrative, including those derived from Propp 		<ul style="list-style-type: none"> use media language to express and communicate meaning to an intended audience use specialist subject specific terminology appropriately fundamental principles of semiotic analysis, including denotation and connotation theoretical perspectives on genre, including principles of repetition and variation; the dynamic nature of genre; hybridity and intertextuality theories of narrative, including those derived from Propp 		<ul style="list-style-type: none"> the relationship between technology and media products use specialist subject specific terminology appropriately the codes and conventions of media language, how they develop and become established as 'styles' or genres (which are common across different media products) and how they may also vary over time 		<ul style="list-style-type: none"> respond through discursive writing to show knowledge and understanding of media issues use media language to express and communicate meaning to an intended audience use specialist subject specific terminology appropriately 	

Y e a r 1 2	BTEC FOUNDATION DIPLOMA CREATIVE DIGITAL MEDIA PRODUCTION UNIT 4: PRE PRODUCTION PORTFOLIO ASS 1A: Understanding Requirements of Pre Production ASS 1B: Funding UNIT 10: FICTIONAL FILM ASS 1A: Film Research ASS 1B: Film Comparison ASS 1C: Micro Analysis		BTEC FOUNDATION DIPLOMA CREATIVE DIGITAL MEDIA PRODUCTION UNIT 4: PRE PRODUCTION PORTFOLIO ASS 1C: Pre Production Paperwork, Planning, Project Managaement ASS 1D: Production Plan UNIT 10: FICTIONAL FILM ASS 2A: Investigation & Concept ASS 2B: Storyboarding		BTEC FOUNDATION DIPLOMA CREATIVE DIGITAL MEDIA PRODUCTION UNIT 4: PRE PRODUCTION PORTFOLIO ASS 1C: Pre Production Paperwork, Planning, Project Managaement ASS 1D: Project Managaement Review UNIT 10: FICTIONAL FILM ASS 2C: Tech Testing ASS 2D: Film Production ASS 3A: Post Production		BTEC FOUNDATION DIPLOMA CREATIVE DIGITAL MEDIA PRODUCTION UNIT 6: MEDIA CAMPIGNS ASS 3A: Research into existing Campaign ASS 3B: Planning/Developing own campaign ASS 3C.1: Producing own Media Campaign		BTEC FOUNDATION DIPLOMA CREATIVE DIGITAL MEDIA PRODUCTION UNIT 6: MEDIA CAMPIGNS ASS 3C.3: Local Media Campaign Research and own product research ASS 3C.2: Implementing own Media Campaign ASS 3D: Reviewing Cross Media Campaign	
L i n k s	KS3	KS4	KS3	KS4	KS3	KS4	KS3	KS4	KS3	KS4
	ICT - Supertrailers Project Planning/Pre production	Component 2 : Pre production paperwork Componen the 1: Conventions of Genre Trailer Analysis	ICT - Supertrailers Project Canva Storyboarding	Component 2 : Pre production paperwork Film Proposal Component 1: Conventions of Genre	ICT - Supertrailers Project Planning/Pre production	Component 2 : Pre production paperwork Componen the 1: Conventions of Genre	ICT - Supertrailers Project Project Planning/Pre production	Component 2 : Pre production paperwork Componen the 1: Conventions of Genre	ICT - Supertrailers Project Planning/Pre production	Component 2 : Pre production paperwork Componen the 1: Conventions of Genre
S k i l l s	Google Classroom /Google docs Constructing narratives Todorovs theory Production planning Organisational skills		Google Classroom /Google docs Pre production/planning Organisational skills Public speaking/pitching ideas Conventions of storyboarding		Google Classroom /Google docs Pre -production processes Camerawork Organisational skills Refelctive Practice Editing Video/ Audio		Research skills Using search engines effectively Primary/ Secondary research Pitching ideas Layouts design		Primary/ Secondary research Publishing skills Rendering media products Reflective practice Promotional practices	
Y e a r 1 3	BTEC FOUNDATION DIPLOMA CREATIVE DIGITAL MEDIA PRODUCTION UNIT 14: DIGITAL MAGAZINE PRODUCTION ASS 4A: Product Research & Conventions of Magazine Genres ASS 4B: Preparing Content/Developing Ideas for Magazine Production		BTEC FOUNDATION DIPLOMA CREATIVE DIGITAL MEDIA PRODUCTION UNIT 14: DIGITAL MAGAZINE PRODUCTION ASS 4C: Magazine Production		BTEC FOUNDATION DIPLOMA CREATIVE DIGITAL MEDIA PRODUCTION UNIT 1: MEDIA REPRESENTATIONS (EXTERNAL ASSESSMENT) Revision		BTEC FOUNDATION DIPLOMA CREATIVE DIGITAL MEDIA PRODUCTION UNIT 1: MEDIA REPRESENTATIONS (EXTERNAL ASSESSMENT) Exam UNIT 8: RESPONDING TO A BRIEF (EXTERNAL ASSESSMENT) Preparation		BTEC FOUNDATION DIPLOMA CREATIVE DIGITAL MEDIA PRODUCTION UNIT 8: RESPONDING TO A BRIEF (EXTERNAL ASSESSMENT) Exam	

L i n k s	KS3 ICT - Supertrailers Project Flat planning	KS4 Component 2 : Pre production paperwork Componen the 1:	KS3 ICT - Supertrailers Project Canva Storyboarding	KS4 Component 2 : Pre production paperwork Film Proposal Component 1: Conventions of Genre	KS3 ICT - Supertrailers Project Planning/Pre production	KS4 Component 2 : Pre production paperwork Componen the 1: Conventions of Genre	KS3 ICT - Supertrailers Project Planning/Pre production	KS4 Component 2 : Pre production paperwork Componen the 1: Conventions of Genre	KS3 ICT - Supertrailers Project Planning/Pre production	KS4 Component 2 : Pre production paperwork Componen the 1: Conventions of Genre
S k i l l s	Reseach skills Using search engines effectively Layouts design Photoshop skills									