	Topic title	SUMMARY OF KNOWLEDGE ACQUISTION			Ter	m 1a					1	Term1b					Term	2a			Terr	1 2b			Term 3	a			Term	n 3b		
	Topic title	SUMMART OF RIGWLEDGE ACQUISTION	APPROXIMATE DURATION																										T			
			(Lessons)	1 2	3	4	5 6	7	8	1 2	3	4	5 6	7	1	1 2	3	4 5	6	1 2	3	4	5 6	1 2	3	4	5 1	2	3 4	1 5	6	7
Year 10																																
1	Comp 1 - A1: Media products, audiences and purpose	Media products, audience, purpose.	36										C1 / assessn				Π											Π			Π	
2	Comp 1 - B1: Genre, narrative, representation and audience interpretation	Genre, narrative, Representation of people, places, issues and events, and audience interpretation.	24																										10 mock exams		assessment	
-	Comp 1 - B2: Media production techniques	Audio/moving image media products, publishing media products:, Interactive media products.																											10 mc		C1B	
4	Comp 3 - A1 Responding to a brief	Establishing the requirements of the brief, Defining the target audience, Researching similar existing products to understand the marketplace/competition. Exploring the chosen media sector to support the generation of ideas. Theme of the brief. Developing skills for production	40																										Year			
1	Comp 3 - A2 Generating ideas	Consider different ideas for the media product, its content and style, in order to develop a coherent product proposal. Idea selection.																														
	Comp 3 - B1 Planning materials	Page layout and design for publishing - conventions, positioning, design, page layout and design of interactive features.																														
	Comp 3 - B2 Managing the production process	Managing all aspects of the production process - time management, copyright, clrearances and permissions.																							Exam							
	Comp 3 - C1 Monitor and review the outcomes of the production process	Continually reflect on the progress of the media product as they engage in the different stages of the production process. Monitoring outcomes, areas for improvement and majking refinements.																							C3 E							
é	Comp 3 - C2 Production skills and techniques	Creating images and assests, creating copy, sourcing content from secondary sources.															[															
7	Comp 3 - C3 Combining and refining content	Combining assets for the page and screen - software, techniques, stylistic codes.																														
٤	Comp 3 - C4 Testing and exporting for distribution	Testing: usability testing, functionality testing, compression, exporting in appropriate file formats.																													Ц	
Year 11																																
	Comp 2 - A1: Pre- production processes and practices	Practical skills and techniques											Comp assessn																			
c	Comp 2 - B1: Pre- production processes and practices	Publishing pre-production processes and practices	6																													
10	Comp 2 - B2: Production processes and practices	Publishing production processes and practices	6																													
11	Comp 2 - B3: Post- production	Publishing post-production processes and practices	6																													
12	Comp 2 - C1: Review of progress and development	Tracking progress, reflecting on development of skills and techniques through to the application of pre-production, production and post-production processes and practices. Skills audit to highlight strengths and areas for improvement.	21																													
Year 12																																
1	Unit 1 - A1 Media representations in context	Understand how media products construct representations – the media messages conveyed and comparisons of representations across media products.	6																													
	Unit 1 -A2 Introduction to theories of media representation	Hall's work on the 'effects and consequences' of representation can be used as a framework to consider that meaning is never fixed but is a process of negotiation. Richard Dyer's lake of stereotyping. Audience positioning, understand Laura Mulvey's concept of the gaze.	6																													
	Unit 1 -B1 Constructing messages	Media products are constructed to convey messages and values through the process.	6																					ams	Jnit 1	Exam						
4	Unit 1 -B2 Audience decoding	Media products are deconstructed as audiences 'read' media material and determine their associated messages.	6																					mock exams	xternal Exam Unit 1	External Exam						
	Unit 1 -B3 Semiotics: media 5 language	Semiotic analysis is one approach to understanding the messages and meaning in media products.	6			Щ		$\square$									Щ	$\perp$	$\square$					12 md	rnal E		$\perp$	$\square$	$\perp$	$\bot$	$\prod$	
é	Unit 1 -B4 Expectations and subversion of genre	The construction of media texts using established codes and conventions.	6																					Year 12	Exte	Jnit 1						

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7	Unit 1 -C1 Camerawork and photography	The camerawork and photography create meaning and communicate messages.																on for					
8	Unit 1 -C2 Lighting	Lighting creates meaning and communicates messages																Reviison					
9	Unit 1 -C3 Editing	Editing techniques create meaning and communicate messages																Re					
10	Unit 1 -C4 Sound	Sound creates meaning and communicates messages in media products	6																				
10	Unit 1 -C5 Design	Media products have carefully crafted visual styles that create meaning and communicate messages										T								$\uparrow \uparrow$		-	
	Unit 1 -D1 Effects of representation	Each representation carries the values of the producer and shapes the opinions and beliefs of the audience. Positive and negative effects.											11							$\uparrow \uparrow$			
12	Unit 14 - A1 Magazine genres	Purposes of different magazine genres. The relationship between purpose and target audiences of magazines within a specific genre. Defining the demographics for magazines within a specific genre. Defining appropriate content to appeal to the target audience.	6																				
14	A2 Codes and conventions	Codes and conventions of magazine covers - mastheads, sell lines/cover lines/ price and barcode, cover ,odel or celebrity photo.	6																				
15	A3 Platform considerations	Cost, distribution channels, technical requirements, oportunites and limitations of print v digital platforms.	6																				
16	B1 Source, log and generate appropriate content	Selection of content, including text, photography, illustration, graphics, video, audio and interactive elements. Generating primary content. Source secondary text and visual materials with consideration of copyright and permissions for use	12																				
17 Year 13	B2 Preparing content in appropriate formats	Analysis of technical requirements of final product and the platforms on which it will be published. Preparation of text materials in a suitable format. Preparation of visual materials in a suitable format for the intended platform	16			L																	
	Unit 8 - A1 Use of research and background material	Use of research and statistical/background information about the client and commission when preparing a rationale:	2		Π		Π													Π	Τ	Τ	Π
	Unit 8 - A2 Understanding the client/ commission	Aspects that will have an impact on the ideas produced and their suitability for securing the commission. Funding and finances of the client company and the impact on the budget for production.	2																				
3	Unit 8 - A3 Ideas generation	Brainstorming, Measuring against clients' criteria. Selection, ordering and deselection of ideas. Final idea (development and adaptations, decisions and revisions). Developing justifications	2																				
4	Unit 8 - A4 The rationale for final idea	Structure an argument to persuade and justify their final idea to the client.	2																				
5	Unit 8 - B1 Pitch	Persuading clients and commissioners in limited time or space that they have a good solution to their brief. A pitch is where the initial outline of the idea is communicated in a concise and effective way to 'sell' your idea:	2																				
6	Unit 8 - B2 The Proposal	The pitch is expanded for the client in the form of a proposal that outlines more details about the producer's initial idea:	2										[				[]						]
7	Unit 8 - C1 Production considerations	Restrictions on the commission and impact on ideas proposed.	2																	$\square$			$\square$
0	Unit 8 - C2 Content considerations	Understand and interpret the legal and ethical restrictions on ideas and productions.	2																				
9	Unit 8 - D1 The presentation of ideas	Present ation of indings in an appropriate way that can be understood by the client, they will have pitched their idea and this is their opportunity to present their findings.	2							ission	ission												
10	Unit 8 - D2 The treatment	Expanding the pitch and proposal's creative ideas. Providing a 'sample' or 'taster' of the product. Giving stylistic details dependent on the production and medium chosen. Annotations, including reinforcing visual content, to explain functions, to clarify, to justify.	4							o a commi	- Unit 8 Responding to a commission												
11	C1 Magazine production stages	Ideas development and initial plannig. Producing trial layouts. Reviewing and selecting final design. Producing final layouts. Publishing product for specified platform.	12							Responding to	inding to												
12	C2 Creating magazine layouts	Produce magazine layouts in the codes and conventions of a genre	12							Respo	Respo												
13	Unit 4 - A1 Requirements for a specific media production	Types of production: film, television, audio, digital publishing, digital games. Finance, logistics, time, facilities, personnel, locations, materials, codes of practice, clearances, regularitons, trade unions and professional bodies.	6							- Unit 8 F	- Unit 8												

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14	Unit 4 - A2 The formats for pre-production processes	Established industry formats for presenting pre-production work. Page mock ups.	6					Exam prep	n prep								
15		Pre-production processes - revising and doscounting ideas, visualising content, establishing feasilibility.	6					External Exa	rnal Exam				etion				
16	Unit 4 - A4 The purposes of pre-production documentation	Ddocumentation that needs to be completed in pre-production - codes of practice, administration, auditing compliance.	10					Exte	External				Completion				
17		Pre-production procedures - sources of finance, personnel availability, preparing bu=dgets and costs, book resources.	10														
18	Unit 4 - B2 Pre-production requirements relevant to specific media sector	Pre-production requirements relevant to print production - screenshots, asset sources, test shots, props/cpostumes, shot list, templates, text & images, page mock usp, personnekl, equipment bookings, health and safety, rosk assessment, copyright clearances.	20										Final Assignment				
19	Unit 4 - C1 Formats for documenting pre- production	Log, pre production blog, uploaded documentation, hard copy documentation.	20										L.				
20		Client brief, names/contacts, dates, cost records, minutes of meetings, contingency plans, revisions, annotations, templates.	20														
21	Unit 4 - C3 Maintaining a pre-production portfolio	Use file sharing software to communicate and maintain pre-production.	5														
22	Unit 4 - D1 Elements of pre- production	Review elements of pre-production - logistics, finance, creative process.	5														
23		Review their project management skills - personnel, resources, time, professional practice, monitoring progress, risk and crisis management, problems, improvements.	5														