Subject	Year 13 Core Knowledge – Autumn/Spring/Summer term	How to support students' learning
Imedia	**Autumn Term** **U1 - Media Products and Audiences –** 1. Understand the different types of contemporary media ownership and operating models. 2. Explain the difference between types of advertising in media industries including traditional and contemporary digital methods. 3. Evaluate how media products are advertised to audiences through different methods including audio-visual, print, and digital. 4. Evaluate how products are distributed to media audiences, the impact of technological convergence on distribution of media products alongside traditional methods. 5. Explain the use and application of production techniques to create media products through audio-visual, print, web and audio means. 6. Critically analyse the codes and conventions of media texts and how they contribute to create wider ideas and meaning. 7. Define audience terminology of mass/mainstream and niche. 8. Understand how audiences are categorised by media producers based on demographics including knowledge of organisations that provide analysis of audiences for media institutions such as NRS. 9. Evaluate how media products meet the requirements of the target audience. 10. Understand primary and secondary research techniques providing a fundamental basis of market and audience research techniques. 11. Explain the purpose of research in terms of product reach, audience feedback, awareness of direct competitors and using SWOT/PEST analysis.	Useful YouTubers who discuss/analyse films and media, good preparation for Unit 1: Now You See It https://www.youtube.com/@NowYouSeeIt Nando V Movies https://www.youtube.com/@NandovMovies Nerdwriter 1 https://www.youtube.com/@Nerdwriter1 Mark Kermode (film review) https://www.youtube.com/@kermodeandmayo Filmento https://www.youtube.com/@Filmento Examples of some of the best tv scripts to download and read for free: https://www.scriptreaderpro.com/best-tv-scripts/ Useful walkthroughs of the learning outcomes for exam preparation: https://www.youtube.com/@stnicksitandmedia5106

	12. Analyse data from audience research looking for trends using ranking and scoring methods for both qualitative and quantitative results. 13. Evaluate the ethical impact that temporary media products have on their target audiences. 14. Evaluate legal and regulatory issues for media products covering the role of regulators, self-regulation, and the use of copyright and intellectual property. **U20 - Advertising Media -** 15. Understand the aims of advertising campaigns across a range of media products to create awareness, introduce new products to the market, increase sales, rebrand, and generate feedback. 16. Understand the target audience of advertising campaigns across a range of media products including age, gender, lifestyle, and interests. 17. Identify how existing advertising campaigns share key messages through unique selling point or proposition. 18. Know how existing advertising campaigns use different approach methods in gaining attention such as shock or celebrity endorsement. 19. Know how existing advertising campaigns use representation within their advertisements such as social groups and stereotypes. **Spring Term** **U20 - Advertising Media -** 20. Develop awareness of different campaign logistics utilised by existing advertising campaigns. 21. Know how existing advertising campaigns use different choices of media including TV adverts, film trailers, online and print based. 22. Know how existing advertising campaigns use call to action rational and expected outcomes.	Examples of effective multichannel marketing campaigns: https://econsultancy.com/six-examples-of-effective-multichannel-marketing-campaigns/ A thesis examining consumer responses to stereotyped and non- stereo typed portrayals in advertising: https://www.hhs.se/contentassets/395835ab51564acaa3c882198667d0b9/sse-phd-diss-2017-nina-akestam_final2articles_lowres.pdf Representations of masculinity and femininity in advertising: https://muse.jhu.edu/article/648423/ Wider reading on regulatory bodies and their impact on the advertising industry: https://www.asa.org.uk/codes-and-rulings/advertising-codes.html https://www.bbfc.co.uk/about-classification/classification-guidelines https://www.ofcom.org.uk/ Useful templates for a range of pre-production documents required for the coursework project: https://www.filmsourcing.com/blog/production-documents/

		23. Understand the legal and ethical issues impacting existing advertising campaigns.	
		24. Understand the regulatory bodies involved with existing advertising campaigns.	
		25. Plan a cross media advertising campaign with correct interpretation of the briefs aims and objectives, target audience and pertinent issues or concerns.	
		26. While planning a cross media advertising campaign, use appropriate methods for idea generation including mood boards, summary of ideas and spider diagrams.	
		27. Create a campaign plan that includes key messages, stylish approach, call to action, media choices and a campaign schedule.	
		28. Understand the legal an ethical issues with planning an advertising campaign for a client brief.	
		29. Understand the regulatory bodies involved in planning an advertising campaign for a client brief.	
		30. Produce pre-production materials including planning documentation, product types, risk assessments and recces.	
		U24 - Cross Media Industry Awareness -	
		31. Understand the digital content, audio-visual and audio products that are produced within and across media industries.	Wider reading on features information on the top 10 biggest film franchises: https://www.ign.com/articles/2014/04/14/the-top-10-movie-franchises
		32. Identify different media products with examples for print, film, TV, web and digital, games, animation, and audio.	Excellent examples of film adaptations of well-known books: https://www.shortlist.com/lists/40-best-film-adaptations#art
		33. Know the audience of media products within different industries.	Examples of how Disney has used synergy to cross-promote its brands: https://www.huffpost.com/entry/the-disney-synergy-machin_b_8776952
		34. Understand different digital distribution methods to access content including social media and marketing channels, video on demand distribution, black box and convergent technologies.	

35. Understand the different converging technologies in pre-production, production, and post-production technologies. 36. Know how awareness of products and how audiences' access to products has changed through technological convergence in media industries. **Summer Term** **U20 - Advertising Media** – 37. Produce the planned media components covering the production requirements for a client brief. 38. Evaluate the requirements of a client brief and how well they have been met for technical and aesthetic properties. **U24 - Cross Media Industry Awareness -** 39. Understand the behaviours, skills and attributes necessary within a chosen media industry and identify job roles by media sector for audio and audio-visual. 40. Understand the behaviours, skills and attributes necessary within a chosen media industry and identify job roles by media sector for print and digital content. 41. Understand the behaviours, skills and attributes necessary within a chosen media industry and identify job roles by media sector for web and digital interactive content. 42. Identify skills required to fulfil identified job roles including practical and technical, specific industry knowledge, communication, organisation, creativity, problem-solving and working as part of a team. 43. Know the career pathways available within specific media sectors including independent, voluntary, employment, work-based training, further education and higher education pathways.	Useful article on how to evaluate a media campaign: https://www.ncbi.nlm.nih.gov/books/NBK235373/ List of and information on a range of graduate jobs in the media and internet including skills that are needed for each job role: https://prospects.ac.uk/jobs-and-work-experience/job-sectors/media-and-internet/graduate-media-jobs Definitions, examples and ways of handling different methods of communication: https://www.skillsyouneed.com/ips/what-is-communication.html Information about how to apply for media-based apprenticeships and current vacancies available including a range of graduate jobs in the media and internet: https://www.screenskills.com/ League table of universities offering media and film related degrees: https://www.theguardian.com/education/ng-interactive/2015/may/25/university-guide-2016-league-table-for-media-film-studies