

Subject	Y13 Core Knowledge – Autumn/Spring/Summer term	How to support students' learning
IT – Digital Media	<p><b>Autumn Term</b></p> <p><b>U1 - Media Products and Audiences -</b></p> <ol style="list-style-type: none"> <li>1. Understand the different types of contemporary media ownership and operating models.</li> <li>2. Explain the difference between types of advertising in media industries including traditional and contemporary digital methods.</li> <li>3. Evaluate how media products are advertised to audiences through different methods including audio-visual, print, and digital.</li> <li>4. Evaluate how products are distributed to media audiences, the impact of technological convergence on distribution of media products alongside traditional methods.</li> <li>5. Explain the use and application of production techniques to create media products through audio-visual, print, web and audio means.</li> <li>6. Critically analyse the codes and conventions of media texts and how they contribute to create wider ideas and meaning.</li> <li>7. Define audience terminology of mass/mainstream and niche.</li> <li>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.</li> <li>9. Evaluate how media products meet the requirements of the target audience.</li> <li>10. Understand primary and secondary research techniques providing a fundamental basis of market and audience research techniques.</li> <li>11. Explain the purpose of research in terms of product reach, audience feedback, awareness of direct competitors and using SWOT/PEST analysis.</li> <li>12. Analyse data from audience research looking for trends using ranking and scoring methods for both qualitative and quantitative results.</li> <li>13. Evaluate the ethical impact that temporary media products have on their target audiences.</li> <li>14. Evaluate legal and regulatory issues for media products covering the role of regulators, self-regulation, and the use of copyright and intellectual property.</li> </ol>	<ul style="list-style-type: none"> <li>• Useful YouTubers who discuss/analyse films and media, good preparation for Unit 1:</li> <li>• Now You See It <a href="https://www.youtube.com/@NowYouSeelt">https://www.youtube.com/@NowYouSeelt</a></li> <li>• Nando V Movies <a href="https://www.youtube.com/@NandovMovies">https://www.youtube.com/@NandovMovies</a></li> <li>• Nerdwriter 1 <a href="https://www.youtube.com/@Nerdwriter1">https://www.youtube.com/@Nerdwriter1</a></li> <li>• Mark Kermode (film review) <a href="https://www.youtube.com/@kermodeandmayo">https://www.youtube.com/@kermodeandmayo</a></li> <li>• Filmento <a href="https://www.youtube.com/@Filmento">https://www.youtube.com/@Filmento</a></li> <li>• Examples of some of the best tv scripts to download and read for free: <a href="https://www.scriptreaderpro.com/best-tv-scripts/">https://www.scriptreaderpro.com/best-tv-scripts/</a></li> <li>• Useful walkthroughs of the learning outcomes for exam preparation: <a href="https://www.youtube.com/@stnicksitandmedia5106">https://www.youtube.com/@stnicksitandmedia5106</a></li> <li>• Examples of effective multichannel marketing campaigns: <a href="https://econsultancy.com/six-examples-of-effective-multichannel-marketing-campaigns/">https://econsultancy.com/six-examples-of-effective-multichannel-marketing-campaigns/</a></li> <li>• A thesis examining consumer responses to stereotyped and non- stereo typed portrayals in advertising: <a href="https://www.hhs.se/contentassets/395835ab51564acaa3c882198667d0b9/sse-phd-diss-2017-nina-akestam_final2articles_lowres.pdf">https://www.hhs.se/contentassets/395835ab51564acaa3c882198667d0b9/sse-phd-diss-2017-nina-akestam_final2articles_lowres.pdf</a></li> <li>• Representations of masculinity and femininity in advertising: <a href="https://muse.jhu.edu/article/648423/">https://muse.jhu.edu/article/648423/</a></li> </ul>

	<p><b>Spring/Summer Term</b></p> <p><b>U24 - Cross Media Industry Awareness -</b></p> <ol style="list-style-type: none"> <li>Understand the digital content, audio-visual and audio products that are produced within and across media industries.</li> <li>Identify different media products with examples for print, film, TV, web and digital, games, animation, and audio.</li> <li>Know the audience of media products within different industries.</li> <li>Understand different digital distribution methods to access content including social media and marketing channels, video on demand distribution, black box and convergent technologies.</li> <li>Understand the different converging technologies in pre-production, production, and post-production technologies.</li> <li>Know how awareness of products, and how audiences' access to products, has changed through technological convergence in media industries.</li> <li>Understand the behaviours, skills and attributes necessary within a chosen media industry and identify job roles by media sector for audio and audio-visual.</li> <li>Understand the behaviours, skills and attributes necessary within a chosen media industry and identify job roles by media sector for print and digital content.</li> <li>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.</li> <li>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.</li> <li>Know the career pathways available within specific media sectors including independent, voluntary, employment, work-based training, further education and higher education pathways.</li> </ol> <p><b>U20 - Advertising Media -</b></p> <ol style="list-style-type: none"> <li>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.</li> </ol>	<ul style="list-style-type: none"> <li>Wider reading on regulatory bodies and their impact on the advertising industry: <a href="https://www.asa.org.uk/codes-and-rulings/advertising-codes.html">https://www.asa.org.uk/codes-and-rulings/advertising-codes.html</a></li> <li><a href="https://www.bbfc.co.uk/about-classification/classification-guidelines">https://www.bbfc.co.uk/about-classification/classification-guidelines</a></li> <li><a href="https://www.ofcom.org.uk/">https://www.ofcom.org.uk/</a></li> <li>Useful templates for a range of pre-production documents required for the coursework project: <a href="https://www.filmsourcing.com/blog/production-documents/">https://www.filmsourcing.com/blog/production-documents/</a></li> <li>Wider reading on features information on the top 10 biggest film franchises: <a href="https://www.ign.com/articles/2014/04/14/the-top-10-movie-franchises">https://www.ign.com/articles/2014/04/14/the-top-10-movie-franchises</a></li> <li>Excellent examples of film adaptations of well-known books: <a href="https://www.shortlist.com/lists/40-best-film-adaptations#art">https://www.shortlist.com/lists/40-best-film-adaptations#art</a></li> <li>Examples of how Disney has used synergy to cross-promote its brands: <a href="https://www.huffpost.com/entry/the-disney-synergy-machine_b_8776952">https://www.huffpost.com/entry/the-disney-synergy-machine_b_8776952</a></li> <li>Useful article on how to evaluate a media campaign: <a href="https://www.ncbi.nlm.nih.gov/books/NBK235373/">https://www.ncbi.nlm.nih.gov/books/NBK235373/</a></li> <li>List of and information on a range of graduate jobs in the media and internet including skills that are needed for each job role: <a href="https://prospects.ac.uk/jobs-and-work-experience/job-sectors/media-and-internet/graduate-media-jobs">https://prospects.ac.uk/jobs-and-work-experience/job-sectors/media-and-internet/graduate-media-jobs</a></li> <li>Definitions, examples and ways of handling different methods of communication: <a href="https://www.skillsyouneed.com/ips/what-is-communication.html">https://www.skillsyouneed.com/ips/what-is-communication.html</a></li> </ul>
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