

Subject	Y12 Core Knowledge – Autumn/Spring/Summer term	How to support students' learning
IT – Digital Media	<p>Autumn Term</p> <p>U2 Pre-production and planning -</p> <ol style="list-style-type: none"> 1. Evaluate the factors that need to be considered when planning the type of media production and its implications for the process. 2. Evaluate the financial constraints, revenue streams, time constraints, personnel involved, relevant facilities, locations and resources for the planning and production of a media product. 3. Evaluate the impact of legal, regulatory (including the impact of regulatory organisations concerned with the media sector), and ethical issues when planning a media product. 4. Interpret client requirement considerations of types of client brief and read and analyse a brief. 5. Break down a client brief into measurable and usable requirements. 6. Evaluate tools to use including mind maps, mood boards, blue sky thinking and SWOT analysis. 7. Know how to analyse target audiences for media productions and the various factors that will affect how the production is developed and completed. 8. Know how to plan a media pre-production considering the requirements needed to be successful. 9. Know how to create realistic production schedules and how to use these to keep productions on task through the use of milestones and contingencies. 10. Know how to allocate relevant personnel to different roles in a media production based on experience and skills. 11. Know how to use different types of research when preparing a media production; this includes gathering information about the target audience and marketplace. 12. Know how to create a variety of pre-production documents in relation to different media products including proposals, call sheets, recs, scripts, storyboards, concept art, visualisation diagrams, flat plans, mock- 	<ul style="list-style-type: none"> • Encourage wider reading using the booklet students have been issued for tutor time reading. • These links are useful for Unit 2, 3 and 21: https://www.screenskills.com/ Different Industry job roles and skills. https://www.totaljobs.com/advice/career-advice Different industry job roles and skills. https://www.studiobinder.com/ Useful templates for pre-production documents https://www.youtube.com/@stnicksitandmedia5106 • Examples of some of the best tv scripts to download and read for free: https://www.scriptreaderpro.com/best-tv-scripts/ • 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/ • 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

	<p>ups prototypes, set designs, forms and site structure diagrams.</p> <ol style="list-style-type: none"> 13. Know the purpose of each pre-production document and the intended audience. 14. Apply the knowledge of pre-production to a variety of contexts, select the correct documentation and produce the document to industry standard. 15. Know how to evaluate pre-production documents in relation to their effectiveness for media products through justification of the content and the evaluation of suitability for purpose and suitability for audience. <p>Spring/Summer Term</p> <p>U21 Plan and deliver a pitch for a media product -</p> <ol style="list-style-type: none"> 16. Interpret client briefs through understanding demographics, conventions, industry requirements and mediums. 17. Know how to use understanding of media products to generate ideas for new media products. 18. Know different techniques for generating and exploring ideas including mind mapping, discussions, surveys, focus groups and visits to industry practitioners. 19. Understand considerations when conceptualising physical practicalities, financial constraints and legal requirements and restrictions. 20. Produce documents to support idea generation including mood boards, spider diagrams, sketches, written synopsis, storyboards and slideshows. 21. Understand the contents of a proposal including the executive summary, statement of need, product description, budget, details of production company and concluding comment. 22. Understand how to develop a proposal for an original product. 23. Understand the requirements of print media, specifically a magazines content, needs of the target audience/consumer, development of proposal and draft articles and layouts. 24. Know how to produce supporting materials for the product description dependent on product genre. 25. Know how to plan and prepare a mini presentation/pitch of a proposal for a new media product covering structure, content and 	<p>communication:</p> <p>https://www.skillsyouneed.com/ips/what-is-communication.html</p> <ul style="list-style-type: none"> • 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/@markmodeandmayo) • Filmento (https://www.youtube.com/@Filmento)
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	<p>supporting sample material, and how to present ideas in a range of situations.</p> <ol style="list-style-type: none"> 26. Understand how to give a verbal, face-to-face presentation making use of communication skills, body language, and general personal skills/attributes and behaviours. 27. Know how to use a range of presentation devices to support pitching of a new product. 28. Know different ways to elicit feedback including probing, questionnaires, surveys, interviews, and focus notes. 29. Know different ways to record feedback including audio-visual recording of the presentation, reports, graphs/charts and notes. 30. Know how to use feedback to assess whether or not the needs/expectations of the client have been met. <p>U3 Create a media product -</p> <ol style="list-style-type: none"> 31. Understand how to develop ideas to incorporate in a proposal for an original media product. 32. Understand the inclusion of key aspects of a proposal: purpose, form and genre of the media product, content and sample materials. 33. Know how to develop pre-production materials for print-based and graphic products. 34. Plan and develop pre-production materials that consider health and safety requirements, timescales and milestones. 35. Use techniques to create production materials for an original media product to a client brief. 36. Apply production techniques and methods including use of planning materials, set up of relevant equipment and techniques for the production processes. 37. Apply production techniques and methods to ensure safe working practices are followed. 38. Adhere to codes and conventions related to the chosen media product and genre. 39. Carry out post-production techniques and processes for an original media product to a client brief. 40. Analyse how post-production techniques and processes enhance meaning in the final product. 	
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