

LONG TERM PLANS

Year Overview

English Faculty	
YEAR 12 Digital Media	
Autumn term	
Half term 1	Half term 2
<p>Unit 1: Media products and audiences</p> <p>Aims: Understand the ownership models of media institutions; how media products are advertised and distributed; and, how meaning is created in media products.</p> <p>Assessment: Exam-styled questions for LO1-3</p>	<p>Unit 1: Media products and audiences</p> <p>Aims: Understand the target audiences of media products; be able to evaluate research data used by media institutions; and, be able to evaluate legal, ethical and regulatory issues associated with media products.</p> <p>Assessment: Unit 1 exam mock</p>
Spring term	
Half term 1	Half term 2
<p>Unit 1 - January Exam</p> <p>Unit 21: Plan and deliver a pitch for a media product</p> <p>Aims: Be able to generate ideas for an original media product based on a client brief; to create a proposal and pitch for an original media product based on a given brief; and, to pitch ideas on a proposed media product and respond to questions.</p> <p>Assessment: Mock interview</p>	<p>Unit 21: Plan and deliver a pitch for a media product; the pitch</p> <p>Unit 3: Create a media product</p> <p>Aims: Be able to create a proposal with sample materials for an original media product to a client brief; to plan and develop pre-production materials for an original media product to a client brief; to create production materials for an original media product to a client brief.</p> <p>Assessment:</p>
Summer term	
Half term 1	Half term 2

Unit 3: Create a media product**Aims:**

Be able to create production materials for an original media product to a client brief; to carry out post-production techniques and processes for an original media product to a client brief.

Assessment:

Product critique and feedback

Unit 3: Create a media product; product launch**Unit 2: Pre-production and planning****Aims:**

Advanced understanding in the factors that need to be considered during the planning of a media product; be able to interpret client requirements and target audience considerations.

Assessment:

Exam-styled questions for LO1-2

Alternate Unit 1 exam