

## ORMISTON RIVERS ACADEMY - CURRICULUM MAP

Media	AUTUMN 1	AUTUMN 2	SPRING 1	SPRING 2	SUMMER 1	SUMMER 2
Year 11 OCR iMedia Vocational Course (23-24)	<p><b>Coursework- R097 L01 and 2</b> Understand the uses and properties of interactive multimedia products and plan interactive multimedia products</p> <p><b>Exam-R093</b></p> <p><b>L01-</b> Understand the purpose and content of pre-production- purpose and use of Moodboards, Mindmaps, Visualisation documents</p>	<p><b>Coursework- R097 L03 and 4</b> Be able to create interactive multimedia products and review them demonstrate the use of a broad range of tools and techniques in various multimedia product software.</p> <p><b>Exam-R081</b></p> <p><b>L02-</b>Be able to plan pre-production- research target audiences, client requirements, hardware/ software, plans and schedules.</p>	<p><b>Coursework- R097 L01</b> Understand the purpose and properties of digital graphics – Learners investigate a wide range of digital graphics</p> <p><b>Exam-R093</b></p> <p><b>L03-</b>Be able to produce pre-production documents-produce Moodboards, Mindmaps, Visualisation documents. Understanding file formats and version control</p>	<p><b>Coursework- R097 L02</b> Be able to plan the creation of a digital graphic Students will learn and practice graphic making skills. Gather client requirements, complete a project plan</p> <p><b>R093: LO4-</b> Distribution platforms and media to reach audiences (TA4) R093: Properties and formats of media files (TA4)</p>	<p><b>Coursework- R097 L03 and L04</b> Be able to create and review a digital graphic, using interactive components with justifications. Reviewing the product using success criteria</p> <p><b>Exam-Revision for External Exam Sitting</b></p>	Revision for R093 Exam to be taken in June
Year 12 OCR Digital Media Extended Certificate Coursework	<p><b>Create a Media Product &amp; Plan and deliver a pitch (Unit 3 and 12)</b> Runs concurrently with below</p>					
Year 12 OCR Digital Media Extended Certificate Exam	<p>Be able to create a proposal with sample materials for an original media product to a client brief Be able to create a proposal and pitch for an original media product based on a given brief</p>	<p>Be able to plan and develop pre-production materials for an original media product to a client brief</p>	<p>Be able to pitch ideas on a proposed media product and respond to questions- analyse feedback and improve presentation and product</p>	<p>Be able to create production materials for an original media product to a client brief- using advanced tools and following planning documents</p>	<p>Be able to carry out post-production techniques and processes for an original media product to a client brief</p>	<p>Evaluate product in regard to client brief- Discuss how postproduction techniques add meaning Export products per client brief</p>
Year 12 OCR Digital Media Extended Certificate Exam	<p><b>Pre-Production and Planning- Unit 2- Exam</b> Runs concurrently with above</p>					
Year 12 OCR Digital Media Extended Certificate Exam	<p><b>LO1:</b> Understand the factors that need to be considered during the planning of a media product and to evaluate them. This includes types of media production and its implications, financial constraints, revenue streams, time, personnel, relevant facilities, locations and resources required. Ethical, legal and regulatory issues also need to be considered</p>	<p><b>LO2:</b> Be able to interpret client requirements and target audience considerations Students need to read a client brief and interpret its meaning for a media production. They will need to look at the process of how to take a brief and break it down into requirements. Analyse target audiences.</p>	<p><b>LO3:</b> Be able to plan the pre-production of a media product, they will need to know how to create realistic production schedules including the use of milestones and contingencies. Understand how a production is broken down into different tasks, inc resources and timings for tasks. Students will learn how personnel skills can be effectively used and the different types of research</p>	<p><b>LO4:</b> Be able to create and evaluate pre-production documents for a new media product Be able to to create a variety of preproduction documents that would be needed for across a range of media productions. And understand the purpose of each document and their intended audience.</p>	Revision- EXAM	<p><b>Coursework: Unit 7 – Journalism-</b>research <b>LO1</b> Understand the news industry- providers of news, i.e.news institutions and press agencies, citizen journalism and impact of the digital age Research media formats and uses by platform for distribution</p>

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### Year 13 Unit 7- Journalism in the Media and Unit 23- Create a Media Profile

Running concurrently with Below

<p>Year 13 OCR Digital Media Extended Certificate- Coursework</p>	<p><b>LO2:</b> Know the construction and content of news articles: subject and purpose, i.e. serious reportage ; general interest; context ; audience. Students will begin critical analysis, i.e. linguistic conventions, direct speech v. reported speech, use of commas and sentence structure. This will include looking at regulatory bodies And copyright/plagiarism</p>	<p><b>LO3:</b> Be able to research and plan content for an article Students will learn news values, including models of selection, news presentation, ideology and agenda-setting, moral panics and the press. Understanding and using primary and secondary research techniques and interview techniques. Student will learn planning and referencing to a high standard and evaluate sources and information for reliability, validity, bias etc</p>	<p><b>LO4:</b> Be able to write and edit a news article for an identified purpose. Students will learn and apply the fundamentals of writing articles. They will also understand and apply sub-editing principles to their work to ensure it is entirely fit for purpose</p>	<p><b>L01 (Unit 23)</b> Understand the purpose and use of a personal media profile- whether it's: personal, professional identity, abilities, achievements, CV What types of format it can be: showreel, website, Blog, social media platforms including physical forms? What mediums can be used and repurposing.</p>	<p><b>LO2:</b> Be able to scope and plan content for a personal media profile. To scope content, i.e. type (e.g. different mediums, rough drafts, edited versions, finished products) digital (e.g. file types - jpeg, bmp, gif, mov, avi, mp3, wav, doc, pdf), physical (e.g. paper, photo, canvas, print, portfolio) Students will need to plan content for their target audience and conduct interviews</p>	<p><b>LO3:</b> Be able to repurpose content and create the personal media profile. Students will need to identify product for adaptation, medium using different to ensure suitability. Students need to source assets, within copyright law and ensure finished product is within regulations Students need to consider creations, i.e format, style, organisation, commentary and online profile</p>
<p><b>Unit 1- Media products and Audiences</b> Running concurrently with Above</p>						
<p>Year 13 OCR Digital Media Extended Certificate Exam</p>	<p><b>LO1:</b> Understand the ownership models of media institutions. Learners will gain an understanding of the different types of media industries and be given examples of specialist providers within each key medium. Learners will gain an understanding of institutions that produce media products and different ownership models will be taught and applied to relevant media products. Learners will gain an understanding of job roles in the specific case study industry and this will be applied to the institution. The process of producing media products in a given sector will need to be understood so that learners can appreciate the different parts of an institution and how these might work together to support the production of media products.</p>	<p><b>LO2:</b> Understand how media products are advertised and distributed Types of advertising methods will be discussed and applied to the product. A full range of contemporary advertising and distribution methods will be taught to learners including digital and social media alongside more established methods so that learners can evaluate current industry practice. All ways in which technologies have changed distribution of media products will be discussed and evaluated in the context of audience access, they will then apply this to a specific product</p>	<p><b>LO3:</b> Understand how meaning is created in media products: Students will learn critical analysis skills and product deconstruction within the case study media sector to understand the fundamentals of how meaning is created for audiences. This will involve an understanding of how media language of products is used by producers. They will apply understanding to a specific media product. Various Media Theories will be taught to allow learners to fully demonstrate their understanding and skills of analysis. As part of an analysis of codes and conventions, specific reference will need to be paid to analysing codes and conventions of media products and media language. Key concepts such as genre, narrative and representation will learnt so that connections can be made by the learner between media production and wider messages</p>	<p><b>LO4:</b> Understand the target audiences of media products: Students will need learn how audiences are categorised by media producers based on demographics and they will need to be able to apply their ideas to a specific media product. As part of this, learners will be introduced to organisations that provide an analysis of audiences for media institutions, such as PAMCo Students will gain an understanding of mass/mainstream, niche and new media audiences. This could be taught from a theoretical perspective (McQuail, Hartley), with students applying their understanding to a product justifying why audiences engage with media products</p>	<p><b>LO5 and LO6:</b> Be able to evaluate research data used by media and legal, ethical and regulatory issues associated with media products. Students will use an understanding of primary and secondary research techniques to provide a fundamental basis of market and audience research techniques. Debates about why certain audiences use and interact with products and how institutions use research to meet the needs of audiences. Students need to understand the effects of use/exposure and apply this to a specific product. This means that 'effects' debate and media regulation can be discussed with case studies and theory. Students will need to apply learning to their individual case study institution and product in order to understand the ways in which regulation has an impact on content and distribution, including the use of intellectual property.</p>	