

KS5 Digital Media Curriculum Mapping 2022-2023

Year 12						
Term	Autumn (1)	Autumn (2)	Spring (1)	Spring (2)	Summer (1)	Summer (2)
Topic(s)/ Subjects(s)	Media Products and Audiences	Media Products and Audiences	Pre-Production and Planning	Pre-Production and Planning	Plan and Pitch a Media Product	Plan and Pitch a Media Product
Knowledge and skills (Content)	Ownership Industries Job Roles Marketing Distribution Micro-features/production techniques Narrative Genre Representation Audiences Research Media Effects		Planning a product Types of briefs Planning documents Legal and ethical Targeting of audiences Project Management Scheduling Contingencies Evaluation		Blue Sky Thinking SWOT Research Audience Profiling Treatments Storyboarding Pitch Writing Pitch Presenting Evaluation	
Assessment	Internal assessment at the end of each LO and the CTec exam		Internal assessment at the end of each LO and the CTec exam		Regular marking and feedback from DKN and final moderation by CTec.	
Cross Curricular Links	Business, ICT, English (writing skills)		Business, ICT, English (writing skills)		Business, ICT, Art, Photography, English (writing skills)	
SMSC, British Values, Cultural Capital	Using various texts as case studies, including the BBC.		Using various texts as case studies.		Fictional created brief is from the BFI and students to consider how their film is 'British'	
CEIAG	There are displays showing media careers and students are told about careers in the media and using the skills they are learning in lessons					
Learning outside the classroom	Independent tasks, including camerawork.		Independent tasks, such as filming an advert based on a fictional client brief.		Research, recording the audio for the pitch	
Additional Subject Specific Information						