

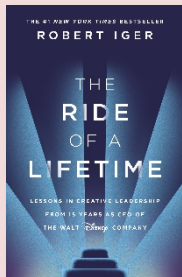


The English Martyrs Catholic School and Sixth Form College

<u>Y12 Digital Media (DOUBLE)</u>	<u>Module 1</u>	<u>Module 2</u>	<u>Module 3</u>
<u>Topic Theme and Intent</u>	Gain an understanding of social media and globalisation evaluating the positive and negative impact on society and business. Investigate how producers use contemporary media to generate ideas, fund projects and raise awareness.	Develop an understanding of the use of interactive products focused on design and usability. Be able to design and create an interactive product according to requirements and produce supporting pre-production documentation.	Creation of a fully operational interactive multimedia application for a mobile phone making use of optimisation techniques. Carry out a range of testing including functionality, usability and accessibility testing.
<u>Knowledge</u>	<ul style="list-style-type: none"> Use of online and social media products and their impact on media audiences and producers. Global industries utilising social media and how to plan and manage a social media campaign. 	<ul style="list-style-type: none"> Compare interactive media products focused on delivery format and key interactive features. Planning, design and creation of a new interactive media product for use on a mobile phone. 	<ul style="list-style-type: none"> Planning, design and creation of a new interactive media product for a use on a mobile phone. Various testing methods utilised to check interactivity and other aspects of multimedia products.
<u>Skills</u>	Compare products and technologies used in social media products and positive and negative impact. Project development including tools used to reach an audience and logistics.	Analyse existing interactive products and source, create and optimise assets for use in the final product. Develop skills in Adobe XD to be able to experience the full range of software tools available.	Use Adobe XD to plan, design and create a new, fully interactive mobile phone application. Carry out technical, client and user testing on the product using a range of suitable methods.
<u>Literacy Links</u>	<p>Reading – Analyse set text and respond to client requirements in context.</p> <p>Writing – Respond to client and use technical terminology effectively.</p> <p>Oracy – Discussion on key issues, working in small groups to present an argument.</p>	<p>Reading – Read and analyse client requirements and respond appropriately.</p> <p>Writing – Respond to client and audience needs, describe objectives.</p> <p>Oracy – Present ideas and prototypes to the class for feedback purposes.</p>	<p>Reading – Understand client brief and context of scenario requirements.</p> <p>Writing – Make use of specific technical terminology and evaluate the product.</p> <p>Oracy – Discussion of key aspects, feedback and review cycle.</p>
<u>Essential Vocabulary</u>	Aggregation, Globalisation, Imperialism, Moral Panic, Utopian, Wikinomics	Contingency, GUI, Hierarchy, Optimise, Platform, Repurpose, Wireframe	Accessibility, Functionality, Optimisation, Repurpose, Usability

Disciplinary Reading

The Ride of a Lifetime

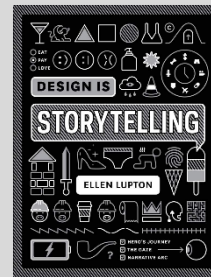


Reading for Pleasure

Convergence Culture



Design is Storytelling



Book of Ideas



Make Comics Like the Pros

