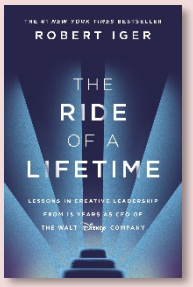
The English Martyrs Catholic School and Sixth Form College

Y12 Digital Media (SINGLE)	Module 1	Module 2	Module 3
Topic Theme and Intent	Develop a sound understanding of how **media institutions** operate to create products that appeal to a specific target audience. **Analyse** different media products within the sector to understand how **meaning** is created.	Develop an in depth understanding of the **pre-production** aspects of media products. Gain knowledge into the **legal**, **ethical** and **moral** issues and evaluate the use of pre-production documents for a specific purpose.	Carry out **production process** for either an audio-visual or print based media product. Complete **planning** materials to meet a client brief and begin **production** of the product using a range of industry standard techniques.
Knowledge	• Ownership models of various media institutions. • How media products are advertised and distributed including analysis of how meaning is created in a media product.	• Factors that need to be considered in planning including interpreting client and audience requirements. • Planning, creating and evaluating the pre-production of a media product.	• Producing a proposal with a range of relevant sample materials. • Plan and develop pre-production and production materials for an original media product in relation to a client brief.
Skills	Describe **ownership** of contemporary media and operating models. Evaluate how products are **advertised** and **distributed** and explore **demographic profiles** and audience requirements.	Evaluate types of **products**, **constraints** and the **personnel** used. Explore client and audience requirements and use a range of tools to produce a variety of **pre-production** documents.	Produce a proposal **justifying** content, distribution and marketing. Develop a series of pre-production materials for an original product following all relevant **codes** and **conventions**.
Literacy Links	**Reading –** Analyse set text and respond to client requirements in context. **Writing –** Respond to client needs and the impact on the target audience. **Oracy –** Discussion on key issues, working in small groups to present an argument.	**Reading –** Read and respond to set text showing awareness of context. **Writing –** Respond to client needs and evaluate pre-production documents. **Oracy –** Describing both sides of an argument and giving critical feedback.	**Reading –** Understand client brief and the needs of the target audience. **Writing –** Identify objectives and use subject-specific terminology in planning. **Oracy –** Feedback to client on initial ideas and present production material.
Essential Vocabulary	Code, Convention, Operating Model, Synergy, Verisimilitude	Contingency, Demographic, Pre-Production, Profile, Target Audience	Content, Denotation, Distribution, Genre, Marketing, Mise en scène

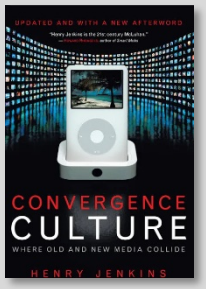
Disciplinary Reading

The Ride of a Lifetime

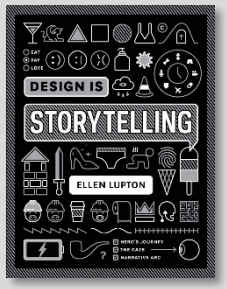


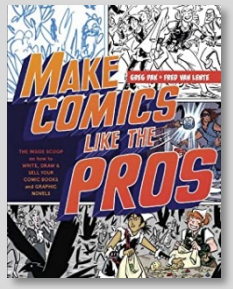
Reading for Pleasure

Convergence Culture



Design is Storytelling



Book of Ideas

Make Comics Like the Pros