

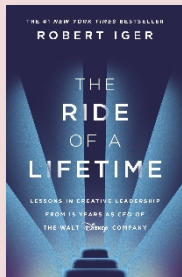


## The English Martyrs Catholic School and Sixth Form College

<u>Y13 Digital Media (SINGLE)</u>	<u>Module 1</u>	<u>Module 2</u>	<u>Module 3</u>
<u>Topic Theme and Intent</u>	Develop understanding of <b>production processes</b> for an audio-visual or print based product. Plan, produce and edit original content for the intended product applying <b>editing techniques</b> to the original and sourced media.	Gain an understanding of <b>advertising campaigns</b> including how audio-visual, print and audio media are used. Plan and produce a <b>campaign</b> using original and sourced media which complies with the genre codes and conventions.	Examine techniques and processes used in <b>audio recording</b> and how the effective use of sound can change the mood and feel of production. Plan an <b>audiobook</b> and develop production techniques using industry standard equipment.
<u>Knowledge</u>	<ul style="list-style-type: none"> <li>Plan, develop and create pre-production materials for an original media product to a client brief.</li> <li>Carry out post-production techniques and processes for an original media product.</li> </ul>	<ul style="list-style-type: none"> <li>Awareness of existing cross-media advertising campaigns and their impact on an audience.</li> <li>Plan a cross-media advertising campaign in accordance with a client brief.</li> </ul>	<ul style="list-style-type: none"> <li>Techniques and processes used to create sound elements in the audio and audio-visual industries.</li> <li>Plan production for an audio product and record, edit and review the sound elements created.</li> </ul>
<u>Skills</u>	Develop <b>pre-production</b> materials for an original media product based on the client brief. Create <b>production</b> materials and carry out <b>post-production</b> techniques and processes.	Understanding of key campaign aims and objectives including <b>logistics</b> and relevant <b>legal</b> and <b>ethical issues</b> . Use of <b>Adobe Photoshop</b> to create the relevant adverts in accordance with the brief.	Develop ideas for <b>sound elements</b> resolving legal and ethical issues relating to production and use <b>Audacity</b> to record and produce an audiobook for a specific target audience.
<u>Literacy Links</u>	<p><b>Reading</b> – Read and analyse the client and audience requirements.</p> <p><b>Writing</b> – Justify planning requirements and product a shooting script.</p> <p><b>Oracy</b> – Present first cut of the product to an audience for feedback.</p>	<p><b>Reading</b> – Read client requirements to identify key logistical requirements.</p> <p><b>Writing</b> – Evaluate target audience and legal and ethical requirements.</p> <p><b>Oracy</b> – Present first drafts to a selected audience to gather feedback.</p>	<p><b>Reading</b> – Research key aspects and analyse set text provided by a client.</p> <p><b>Writing</b> – Describe legislative issues and evaluate using technical terminology.</p> <p><b>Oracy</b> – Discussion of key issues, verbal discussion and presentation of product.</p>
<u>Essential Vocabulary</u>	Animatic, Footage, Logging Rushes, Risk Assessment, Safe Working Practices	Consistency, Endorsement, Rationale, Shockvertising, USP, Value Proposition	Anchorage, Diegetic, Foley Sound, Sound Bridge, Sound Motif

### Disciplinary Reading

#### The Ride of a Lifetime

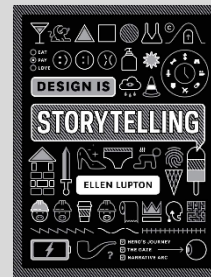


### Reading for Pleasure

#### Convergence Culture



#### Design is Storytelling



#### Book of Ideas



#### Make Comics Like the Pros

