Year 11 Topics - Tech Award Creative Media

In year 11 we teach the following topics over the course of the year. Each topic develops and deepens the Core knowledge that will underpin all areas of the curriculum at KS4 and KS5.

Component 3: Create a Media Product in Response to a Brief

Learning Aim A: Develop ideas in response to a brief				
Topic	**Rationale**	**Knowledge acquisition**	**Key vocabulary**	**Skills and enrichment**
A1 Responding to a brief	Students will need to develop ideas in response to brief	Establishing the requirements of the brief: • the client: the type of company or organisation that has set the brief, their market or field and competitors • the aim or purpose of the brief • technical requirements: product type, size, duration, format	• client • purpose • technical requirements	• independence • problem solving • reading • effective writing • oracy • literacy • IT • research • communication • working collaboratively • analysis • self-management • self-monitoring
		Defining the target audience: • age, gender, location, income level • lifestyle, attitude, values, interests, behaviour, personality	• age • gender • location • income level • lifestyle • attitude • values • interests • behaviour • personality	
		Researching similar existing products to understand the marketplace/competition:	• mainstream • niche • alternative • generic	

		• products: mainstream, niche, alternative, generic, unconventional • textual analysis of the technical and stylistic codes • content analysis to establish the contents, order and sequencing	• unconventional • textual analysis • technical codes • stylistic codes • content analysis	
		Exploring the chosen media sector to support the generation of ideas: • audience responses to media products aimed at the same target audience • current trends in the chosen media sector	• audience response • media sector • media products • target audience	
		Theme of the brief: • secondary research into the topic or theme of the brief	• secondary research	
A2 Generating ideas	Students will need to consider different ideas for their product, its content and style, in order to develop a coherent product proposal.	Publishing Product: • magazine • e-magazine • brochure • marketing material • newspaper • advertorial • leaflet	• magazine • e-magazine • brochure • marketing material • newspaper • advertorial • leaflet	
		Content: • structure: storylines, narrative, running order, pages • breakdown: articles, features,	• structure • storylines • narrative • running order • breakdown • articles • features	

		Style and design: • style: *mise en scène*, tone, mode of address, house style • design: locations	• *mise en scène* • tone • mode of address • house style • locations	
		Idea selection: • retain, reject, combine and refine ideas to form a chosen idea for a media product	• retain • reject • combine • refine	

Learning Aim B: Develop planning materials in response to a brief				
Topic	**Rationale**	**Knowledge acquisition**	**Key vocabulary**	**Skills and enrichment**
Comp 3 **B1 Planning materials**	Students need to produce specific planning materials for the Publishing media sector that are sufficiently detailed to enable the client to visualise the proposed product.	Page layout and design for publishing: • conventions: thumbnails, sketches, wireframes • positioning: assets, features, content, columns, white space • design: consistency, headlines, straplines, colours, fonts	• conventions • codes • thumbnails • sketches • wireframes • positioning • assets • features • content • columns • white space • consistency • headlines • straplines • colours • fonts	• independence • effective writing • oracy • literacy • research • communication • working collaboratively • analysis • reflective practice • self-management • self-monitoring • Photoshop skills • Camera work • Photography techniques

		Page layout and design for interactive: • conventions: visual representation of pages, screens and levels • positioning: text, images, other assets • flow: interactivity, navigation, movement, sound, rules	• visual representation • text • images • assets	• Image editing techniques • Lighting • Desktop publishing
Comp 3 **B2 Managing the production process**	Students need to manage all aspects of the production process.	Time management: • schedules: maintain production schedules of tasks and deadlines • contingency planning	• schedules • deadlines • contingency planning	
		Copyright, clearances and permissions: • checking copyright status of secondary assets and material: public copyright licences such as Creative Commons, royalty free (RF), public domain (expired copyright), obtaining permission to use copyright assets or material • clearances to use locations, participants for public screening/viewing	• copyright • secondary assets • secondary material • public copyright licences • Creative Commons • royalty free • public domain • expired copyright • permission • clearances • participants	

Learning Aim C: Apply media production skills and techniques to the creation of a media product				
Topic	**Rationale**	**Knowledge acquisition**	**Key vocabulary**	**Skills and enrichment**
C1 Monitor and review the outcomes of the production process	Students will need to continually reflect on the progress of their media product as they engage in the different stages of the production process.	• Monitoring outcomes to identify strengths and potential areas for improvement. • Making refinements to the media product to improve the outcome.		• independence • effective writing • oracy • literacy • research • communication • working collaboratively • analysis • reflective practice • self-management • self-monitoring • Photoshop skills • Camera work • Photography techniques • Image editing techniques • Lighting • Desktop publishing
C2 Production skills and techniques	Students will use relevant skills and techniques developed in Components 1 and 2 to prepare the content needed for the construction of their chosen Publishing media product.	Creating images and assets: • equipment and software: digital cameras, vector drawing tools and packages, image editing and manipulation tools and packages, game authoring software • techniques: composition, cropping, resizing, image adjustments, image manipulation, image quality, preparing assets	• digital cameras • vector drawing tools • image editing • authoring software • composition • cropping • resizing • image adjustments • image manipulation • image quality	
		Creating copy: • equipment and software: word processing • techniques: speak to the reader, use facts and statistics, check sources, organisation of content and ideas, short paragraphs, repetition, proofreading	• copy • speak to the reader • facts and statistics • short paragraphs • repetition • proofreading	
		Sourcing content from secondary sources: • quality: file size, file format	• secondary sources • quality • file size	

		• assessing suitability and fitness for purpose	• file format • suitability for purpose	
C3 Combining and refining content	Students will need to edit their content together to create a finished product for presentation to the client.	Combining assets for the page and screen: • software: graphics or image manipulation, desktop publishing • techniques: alignment, formatting text and images, use of colour • stylistic codes: layout and design principles, typography, image editing	• graphics or image manipulation • desktop publishing • alignment • formatting text • images • use of colour • stylistic codes • layout and design principles • typography • image editing	• independence • effective writing • oracy • literacy • research • communication • working collaboratively • analysis • reflective practice • self-management • self-monitoring • Photoshop skills • Camera work • Photography techniques • Image editing techniques • Lighting • Desktop publishing
C4 Testing and exporting for distribution	Students will need to test their media product to ensure it functions as intended and save it in an appropriate file format for distribution.	• Testing: usability testing, functionality testing • Compressing media products: rendering audio and video, file optimisation • Exporting in appropriate file formats for the chosen distribution platform.	• usability testing • functionality testing • compression • rendering • file optimisation • exporting • file formats • distribution platform	• independence • reading • effective writing • oracy • literacy • communication • working collaboratively • evaluation • reflective practice • self-management • self-monitoring