Year 12 Topics – BTEC National Creative Media

In year 12 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.

Unit 14 Digital Magazine Production

Learning aim A: Understand the considerations, codes and conventions of a specific genre of magazine for print and digital platforms				
Topic	**Rationale**	**Knowledge acquisition**	**Key vocabulary**	**Skills and enrichment**
A1 Magazine genres	Students need to understand the considerations of a specific genre of magazine for print and digital platforms.	Purposes of different magazine genres: • entertain • inform • promote • advertise associated products • appeal to target audience • gain market share	• entertain • inform • promote • advertise • target audience • market share	• independence • literacy • oracy • research • IT • communication • working collaboratively • reading • effective writing • analysis • evaluation • reflective practice • self-management • self-monitoring
		The relationship between purpose and target audiences of magazines within a specific genre. Defining the demographics for magazines within a specific genre: • Age • Gender • Psychographics • other demographic considerations	• Demographics • Purpose • Target audience • Genre • Psychographics • Age • Gender	
		Defining appropriate content to appeal to the target audience: • journalistic • lifestyle • celebrity gossip • informative • interviews	• content • journalistic • lifestyle • celebrity gossip • informative • interviews • editorials	

		• editorials • humorous • reviews • competitions	• humorous • reviews • competitions
A2 Codes and conventions	Students need to understand the codes and conventions of a specific genre of magazine for print and digital platforms.	Codes and conventions of magazine covers: • masthead (title) • sell-lines/coverlines • strapline, tagline or slogan • price and bar code • cover model or celebrity photo	• codes • conventions • masthead (title) • sell-lines • coverlines • strapline • tagline • slogan • price • bar code • cover model • celebrity photo
		Codes and conventions of page layout: • headings • columns • composition, including grid structure, balance and use of white space • page numbering and folios • how design elements, including colour, typography and layout, are used to engage • the target audience within a specific magazine genre • how content is combined to create meaning within a specific magazine genre	• page layout • headings • columns • composition • grid structure • balance • white space • page numbering • folios • design elements • typography • target audience • genre

Topic	Rationale	Knowledge acquisition	Key vocabulary	Skills and enrichment
A3 Platform considerations	Students need to understand the platform considerations for print and digital magazines.	• Cost considerations of print- and digital-based magazines. • Distribution channels of print- and digital-based magazines. • Opportunities and limitations of print- and digital-based magazines to address target audiences. • Technical requirements for print- and digital-based magazines.	• cost considerations • print-based • digital-based • distribution channels • technical requirements	

Learning aim B: Develop materials for magazine production				
Topic	**Rationale**	**Knowledge acquisition**	**Key vocabulary**	**Skills and enrichment**
B1 Source, log and generate appropriate content	Develop materials for magazine production	Selection of content, including text, photography, illustration, graphics, video, audio and interactive elements, as appropriate Generating primary content, including text, photography, illustration, graphics, video, audio and interactive elements, as appropriate Source secondary text and visual materials with consideration of copyright and permissions for use Aesthetic and technical qualities of visual content Selecting appropriate content types for genre, audience and purpose: • journalistic • lifestyle • celebrity gossip • informative	• content • text • photography • illustration • graphics • video • audio • interactive elements • secondary text • visual materials • copyright • permissions for use • aesthetic • technical qualities • visual content • genre • audience • purpose • journalistic • lifestyle • celebrity gossip	• independence • literacy • oracy • research • IT • communication • working collaboratively • reading • effective writing • analysis • evaluation • reflective practice • self-management • self-monitoring • Photoshop skills • Camera work • Photography techniques • Image editing techniques

		• interviews • editorials • humorous • reviews • competitions	• informative • interviews • editorials • humorous • reviews • competitions	• Lighting • Desktop publishing
B2 Preparing content in appropriate formats		Analysis of technical requirements of final product and the platforms on which it will be published	• technical requirements • platform	

		Preparation of text materials in a suitable format, including:
		  • writing copy
		  • selection and editing of copy
		  • consideration of modes of address and appropriateness of language
		  • checking and correcting (facts, accuracy, balance)
		  • copy-editing for spelling, grammar and clarity
			• writing copy
			• editing of copy
			• modes of address
			• language
			• facts
			• accuracy
			• balance
			• copy-editing
			• clarity	

		Preparation of visual materials in a suitable format for the intended platform, including:
		  • importing
		  • cropping, scaling, image correction
		  • consideration of file format, file size, image quality
			• importing
			• cropping
			• scaling
			• image correction
			• file format
			• file size
			• image quality	

Learning aim C: Produce magazine layouts in the codes and conventions of a genre				
Topic	**Rationale**	**Knowledge acquisition**	**Key vocabulary**	**Skills and enrichment**
C1 Magazine production stages		Ideas development and initial planning Producing trial layouts Reviewing and selecting final design Producing final layouts Reviewing final layouts prior to publishing: • readability • resolution • appropriateness to target audience • testing media rich content (digital platforms) Publishing product for specified platform: • publishing to digital platform • printing with trim marks (print platform)	• ideas development • initial planning • trial layouts • final design • final layouts • readability • resolution • testing • media rich content • digital platforms • trim marks	• independence • literacy • oracy • research • IT • communication • working collaboratively • reading • effective writing • analysis • evaluation • reflective practice • self-management
C2 Creating magazine layouts	Produce magazine layouts in the codes and conventions of a genre	• Differing design considerations for cover and spreads. • Content placement, composition, balance and white space. • Typography. • Layout conventions. • Use of margins or bleed. • Use of colour. • Decorative elements. • Aesthetic qualities. • Shortening or expanding copy to fit. • Potential for use of media rich content (video, audio and interactive elements) for digital magazines	• design considerations • Content placement • composition • balance • white space • typography • layout conventions • margins • bleeds • colour • decorative elements • aesthetic qualities • media rich content	• self-monitoring • Photoshop skills • Camera work • Photography techniques • Image editing techniques • Lighting • Desktop publishing