

What are the aims and intentions of this curriculum?

The aim of our Key Stage 4 Curriculum is to engage and prepare learners for either academic or vocational progression. The curriculum will give the learners the opportunity to develop sector specific knowledge and skills in a practical learning environment. The curriculum will allow learners to draw on knowledge and skills acquired from their core subjects.

Term	Topics	Knowledge and key terms	Skills developed	Assessment
Autumn 1	<ul style="list-style-type: none"> Establishing the requirements of the brief Defining the target audience Understanding market placement Investigating different media products Textual analysis Stylistic codes Content analysis Order and sequencing 	<p>What they need to know and/or the key words</p> <ul style="list-style-type: none"> Identify the key elements of a client brief How to define audiences using psychographics Explain the different between mainstream, niche and alternative media products Analyse the different stylistic codes Deconstructing content aim at different audiences 	<p>What are the skills they should develop?</p> <p>Teamwork</p>	<ul style="list-style-type: none"> Self-assessment Peer assessment Teacher assessment
Autumn 2	<ul style="list-style-type: none"> Generating ideas Theme of the brief Product proposal Planning materials Managing production processes Reviewing the outcomes of the Sourcing secondary content 	<ul style="list-style-type: none"> Exploring trends Highlighting facts and statistics Explain and compile a mood board of the several features for a media product Demonstrate point of view shots a Order production practices using charts Understanding copyright law and creative common licenses Identifying secondary sources 	<ul style="list-style-type: none"> Teamwork Creativity Analysis Numeracy Critical thinking 	<ul style="list-style-type: none"> Self-assessment Peer assessment Teacher assessment
Spring 1	<ul style="list-style-type: none"> Creating copies <p>Capturing footage and audio:</p> <ul style="list-style-type: none"> Lights Camerawork Framing Digital recorders <p>Stylistic codes:</p> <ul style="list-style-type: none"> Mise en scene, lighting Sound 	<ul style="list-style-type: none"> Use of language to speak to the audience Demonstrate how to light a scene Effective use of camerawork in response to a client brief Practical techniques Key terms- white balance, 180-degree rule Digital photography 	<ul style="list-style-type: none"> Teamwork Numeracy Time management Communication 	<ul style="list-style-type: none"> Self-assessment Peer assessment Teacher assessment

Spring 2

- Digital software skills
- Editing audio and moving images
- Sound beds
- Combining assets
- Interactivity
- Testing and exploring for distribution

- How to set up new projects or documents in each software package
- Edit and image manipulation
- Key terms- j and l cuts, jump cuts and fade
- Practical techniques: syncing multiple videos and use of text
- Techniques used for previewing and testing media products
- Exporting media products for distribution

- Computer skills
- Digital media skills
- Creativity
- Problem solving
- Entrepreneurial

- Self-assessment
- Peer assessment
- Teacher assessment