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| Department | MEDIA |
| Key Stage | KEY STAGE 5 |
| Course Level | LEVEL 3 CAM TECH Diploma |
| Exam Board | OCR |

This course is ran together with Year 12 and 13 due to this the Year structure rotates each year to allow all students to sit all units, therefore the units for Year 13 will become the first year of the course for Year 12.

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| **Dates Delivered** | **Unit Title** | **End Points** | **Substantive Knowledge**    **What will they learn about in this topic?** | **Disciplinary Knowledge**    **What subject concepts will be developed through this topic?** | **Assessment Method** | **Key Course Guides &**  **Reading** |
| Year 1  AUT 1-2 | Unit 15 – Promotional  Video Production | Students will have developed knowledge of the codes and conventions used in promotional video, they will be able to analyse how the different micro and macro elements are used to create meaning and promote and sell a product to a viewer within that form as well as comparing effectiveness of these elements in differing genres.  Students will apply their understanding of the promo to pre-production planning materials for a music video.  Students will produce a music video undertaking one of the following roles of director, camera operator and or producer. | Understand how media products promote and sell ideas and products to an audience. | How to promote a product/idea in a media product.  Audience Profiling  Micro analysis  Macro analysis  Pre-production planning  Production Skills  Post-Production | Internally assessed unit.  The unit comprises four learning outcomes. LO1: Understanding the purpose of audio-visual promos LO2: Be able to generate ideas for an original audio-visual promo. LO3: Be able to produce materials for an original audio-visual promo idea.  LO4: Be able to finalise production materials for an original audio-visual promo idea.  This unit is a 60 GLH. | Resources are housed on the unit blog.  Hpocrunit15.wordpress.com |
| The codes and conventions of a promotional video – micro and macro analysis. |
| Exploring the differences techniques used in promoting and selling to an audience, students will evaluate how effective these techniques are? |
| Pre-production planning a promotional video. |
| Production skills – filming a music video. |
| Post-production skills – editing a music video. |  |

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| Year 1  AUT1 - 2 | Unit 2 – Pre-production | Students will have developed knowledge of how the pre-production processes the creative media industries use and why?  Students will understand the importance of planning materials and how this documentation will aid in moving a production to gaining forward and being produced.  Students will have developed an awareness of how to deconstruct a client brief to understand how to plan to meet these requirements.  Students will have developed an understanding of the range of pre-production documentation their importance to a production and be able to produce these themselves. | How to evaluate the factors that could impact pre-production planning? | Financial revenue and constraint.  Project Management  Scheduling / Time management.  Legal issues.  Ethical issues.  Regulatory issues. | Externally assessed unit.  4 CATs across the course of the unit during delivery.    Exam will be sat in January.    This unit is a 90 GLH. | Resources are housed on the unit blog.  Hpocrunit2.wordpress.com |
| Understand how to deconstruct a client brief and be able to interpret the brief requirements. | Audience profiling  Brief analysis and interpretation. |
| How to plan the pre-production of a media product? | Project Management  Scheduling / Time management.  Logistics  Research |

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| Year 1 SPR1 Term | Unit 22  Scriptwriting | Students will have developed in depth knowledge of the range of different forms and required content for scriptwriting across different media forms.  Students will understand and be able to generate ideas and plan for a media script in a designated media form.  Students will use their understanding and knowledge of scriptwriting and formatting to produce a script for a media product. | Why different media forms will use different script formats with different? | Language  Formatting  Narrative structures  Angle of article | Internally assessed unit.  The unit comprises three learning outcomes. LO1: Understand scripted elements for a range of media products. LO2: Be able to. Generate and plan the script for a media product in response to a client brief. LO3: Be able to produce a script for a media product in response to a client brief.  This unit is a 30 GLH. | Resources are housed on the unit blog.  Hpocrunit22.wordpress.com |
| What ideas would be appropriate for an audio-visual media product? | Research  Ideas Generation  Language  Formatting  Narrative structures  Angle of article |
| Be able to write a script for a media product following conventions and formatting for the designated media product. | Language.  Creativity.  Formatting.  Narrative structures. |

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| Year 1 SPR1 Term production completes in Sum 2 | Unit 14  Radio Production | Students will have developed in depth knowledge of the radio industry and the national and regional operation models.  Students will understand the range of technologies involved in multiplatform radio broadcasting.  Students will be able to use their knowledge and understanding to plan an original radio programme around the needs of a specific brief.  Students will have developed skills with the relevant audio recording and editing equipment to produce an original UK radio programme extract. | What are the structures of different radio stations and the reasons for their output and how this may differ for regional productions to national content? | Research  Language  Formatting | Internally assessed unit.  The unit comprises four learning outcomes. LO1: Know how the radio industry operates. LO2: Be able to investigate the technologies for multiplatform radio broadcasting. LO3: Be able to create a plan for an original radio programme to a specific brief. LO4: Be able to produce an original UK radio programme.  This unit is a 60 GLH. | Resources are housed on the unit blog.  Hpocrunit14.wordpress.com |
| What studio equipment is required for a radio production and how are these distributed and accessed by the listener? | Research / Investigation  Language  Formatting |
| Be able generate ideas and create an original radio programme following conventions and formatting for the designated media product and fulfilling the requirements of the brief. | Pre-production planning  Production Skills  Post-Production |

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| Year 1 SPR2 Term | Unit 21  Planning and Pitching an A/V Product | Students will have developed an understanding of how to generate ideas to be developed into a pitch.  Students will understand how to develop a pitch creating supporting materials for the pitch.  Students will understand how to present sell their idea using persuasive language to deliver an effective pitch. | Understand how to generate ideas which answers a set brief and targets an identified target audience. | Ideas Generation  Brief Analysis  Language  Formatting | Internally assessed unit.  The unit comprises three learning outcomes. LO1: Be able to generate ideas for an original media product based on a client brief LO2: Be able to create a proposal and pitch for an original media product based on a given brief. LO3: Be able to pitch ideas on a proposed media product and respond to questions.  This unit is a 30 GLH. | Resources are housed on the unit blog.  Hpocrunit21.wordpress.com |
| Understand how to develop the concept into a full project and produce supporting materials to be used in a pitch. | Language  Formatting  Narrative structures  Pre-production Planning materials |
| Understand how to present an effective pitch which effectively uses persuasive language to effectively sells the product. | Persuasive Language.  Creativity.  Narrative structures.  Presentation skills |

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| Year 1 SPR2 – Sum1 Term | Unit 1 Media Products and Audiences | Students will have developed an understanding of the different ownership models across different media forms and institutions.  Students will have developed an understanding of the range of advertising and distribution methods.  Students will understand how media products convey meaning to the viewer.  Students will be able to apply different audience profiling methods to identify a target audience.  Students will be able to evaluate research data, legal, ethical and regulatory issues associated with media products and institutions. | Understand the different ownership models across a range of media forms and the effects of conglomerates and the impact of synergy. | Ownership Models  Synergy  Cross-Media  Conglomerates.  Production Process. | Externally assessed unit.  4 CATs across the course of the unit during delivery.    Exam will be sat in June.  This unit is a 90 GLH. | Resources are housed on the unit blog.  Hpocrunit1.wordpress.com |
| Understand what methods of advertising and distribution avenues are used for different media products and understand why the scale of these | Advertising Products  Traditional Advertising  New Media Advertising  Distribution Methods  Technological Convergence |
| Students will be able to analyse the micro and macro elements of a range of media products produced in different forms to understand how meaning is created for the viewer. | Micro analysis  Macro analysis |
| Students will learn how to apply different audience demographic and profiling techniques to identify a target audience. | Audience Profiling  Socio-economic grouping  Rubicam 4 C’s  Maslow Hierarchy of Needs |
| Understand how to evaluate different research data, legal, ethical and regulatory issues which could impact a media product or the institute. | Research Data Analysis  Legal issues.  Ethical issues.  Regulatory issues. |

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| Year 1 Sum1 – 2 Term | Unit 3 Create a Digital Media Product. | Students will have developed an understanding of how to produce a proposal to answer a brief.  Students will develop pre-production materials to plan for an original media product.  Students complete a set production role in creating production materials for an original media product.  Students will then carry out post-production techniques and processes to complete an original media product. | Understand how create a proposal which will fulfil the requirements laid out in the client’s brief. | Ideas Generation  Brief Analysis  Language  Formatting | Internally assessed unit.  The unit comprises four learning outcomes. LO1: Be able to create a proposal with sample materials for an original media product. LO2: Be able to plan and develop pre-production materials for an original media product.LO3: Be able to create production materials for an original media product to a client brief. LO4: Be able to carry out post-production techniques and processes.  This unit is a 60 GLH. | Resources are housed on the unit blog.  Hpocrunit3.wordpress.com |
| Understand the pre-productions documentation that is required to prepare for creating and producing a media product. | Creative Planning  Visualisation  Narrative Structures  Health and Safety  Scheduling  Budgeting  Logistics |
| Understand how to undertake a production role as part of a production team completing the production of a media product. | Camera Operator  Sound Recordist  Director  Producer  Lighting - Gaffer |
| Understand how apply post-production techniques to complete a media production for release and distribution. | Editing  Graphics  Distribution |

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| Year 2  AUT1 - 2 Term | Unit 17  Visual and Special Effects for A/V Media Product. | Students will have developed in depth knowledge of the range of different special and visual effect used in media and how these are created and used.  Students will understand and be able to generate ideas and a plan which contain multiple visual and one special effect.  Students will apply their understanding and knowledge of special and visual effects in the production of the planned materials.  Students will use their knowledge of post-production techniques to complete the editing of the media product and the visual effects. | Understand how visual and special effects are created and used in A/V media products. | Language - terminology  Research  Analysis – Behind the scenes | Internally assessed unit.  The unit comprises four learning outcomes. LO1: Understand how effects are used in the production of A/V media. LO2: Be able to plan A/V content with multiple effects for an identified purpose. LO3: Be able to produce and review planned A/V content. LO4: Be able to edit, export and review the production  This unit is a 60 GLH. | Resources are housed on the unit blog.  Hpocrunit17.wordpress.com |
| Be able to produce planning materials for a media product that contain multiple visual effects and a special effect. | Ideas Generation  Planning  Sequencing  Storyboarding  Design |
| Produce the production materials undertaking the role of camera, director and special effects artist | Communication  Production skills  Special effects make-up skills  Camera operation. |
| Be able to edit the final short film creating the three visual effects. | Visual effects compositing  Editing  Sequencing  Pacing  Exporting |

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| Year 2  AUT1 - 2 Term | Unit 6 Social Media and Globalisation | Students will have developed in depth knowledge of the range of uses for social media platforms and technology and their purposes.  Students will understand and be able to discuss / debate the effects of social media and globalisation for audiences and society.  Students will understand the how media companies can use social media to develop and grow their business and evaluate the effectiveness of these practices.  Students will use their knowledge of social media campaigns to create an plan for a social media campaign answering a set brief. | Understand how online and social media products are used. | Research  Analysis  Presentation | Externally assessed unit.  4 CATs across the course of the unit during delivery.    Exam will be sat in June.  This unit is a 60 GLH. | Resources are housed on the unit blog.  Hpocrunit6.wordpress.com |
| Understand the impact of social media and globalisation on media audiences and producers. | Analysis  Communication  Convergence  Synergy  Discussion  Debate  Audience Profiling |
| Understand how global industries use social media. | Crowdfunding  Crowdsourcing  Funding models  Ideas collaboration  Audience Profiling |
| Know how to plan and manage a social media campaign. | Marketing  Advertising  Scheduling  Audience Profiling  USP  Synergy |

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| Year 2  SPR1 - 2 Term | Unit 18  Cinematography | Students will have developed in depth knowledge of the range of different manual settings on a camera and be able to demonstrate the effects of these settings across a variety of cameras.  Students will have developed in depth knowledge of the range of different light sources and lighting equipment and demonstrated practical and creative lighting designs.  Students will apply their understanding of lighting and camera setting when planning and recording a cinematic scene  Students will use their knowledge of post-production techniques to complete the editing of the recorded scene. | Know how to use camera equipment to record cinematic quality footage. | Research  Camera settings - DSLR  Camera settings – Fixed  Camera settings – Broadcast  Filming  Exporting | Internally assessed unit.  The unit comprises five learning outcomes. LO1: know how to use camera equipment to record cinematic quality footage. LO2: Understand the cinematic lighting techniques for a location, set and moving subject. LO3: Be able to plan the recording of cinematic quality scene. LO4: Be able to record cinematic quality footage. LO5 Be able to edit the recorded footage.  This unit is a 60 GLH. | Resources are housed on the unit blog.  Hpocrunit18.wordpress.com |
| Understand the cinematic lighting techniques for a location, set and moving subject. | Research  Light sources  Lighting Equipment  Lighting Plans  Filming |
| Plan and Produce the production materials undertaking the role of camera, director and special effects artist. | Communication  Production skills  Special effects make-up skills  Camera operation. |
| Be able to edit the final short film creating the three visual effects. | Visual effects compositing  Editing  Sequencing  Pacing  Exporting |

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| Year 2  SPR1 - 2 Term | Unit 20  Advertising Media | Students will have developed in depth knowledge of the range of different marketing materials and forms that are used in a marketing campaign.  Students will apply their understanding of marketing campaigns and logistics to plana a marketing campaign in response to a brief.  Students will apply their understanding producing and editing media products to complete the creation of advertising products in at least two media forms. | Know how existing advertising campaigns embed advertisements across a range of media product. | Representations  Campaign Logistics  Audience Profiling  Legal and ethical issues  Regulatory bodies | Internally assessed unit.  The unit comprises three learning outcomes. LO1: know how existing advertising campaigns embed advertisements across a range of media products. LO2: Be able to plan a cross media advertising campaign to a client brief. LO3: Be able to produce the planed media componets.  This unit is a 60 GLH. | Resources are housed on the unit blog.  Hpocrunit20.wordpress.com |
| Understand the requirements of a brief and plan a cross media campaign. | Brief analysis  Evaluation  Idea Generation  Campaign creation |
| Produce the planned advertising products which will cover at least two media forms. | Health and Safety  Setting and operating equipment  Editing products |

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| Year 2  SUM1 - 2 Term | Unit 5  TV and Short Film Production | Students will have developed in depth knowledge of the range of different pre-production documentation and will use this in the planning of an original short film.  Students will have developed in depth knowledge of equipment for camera and lighting and will use this for stylistic and creative effect in the recording of an original short film.  Students will use their knowledge of post-production techniques to complete the editing of the recorded scene. | Know how to complete pre-production planning in the creation of an original short film. | Research  Ideas Generation  Communication  Logistics  Heath and Safety | Internally assessed unit.  The unit comprises four learning outcomes. LO1: Be able to create pre-prpdiction materials for an extract for an original TV programme or short film. LO2: Be able to record production materials for the media product. LO3: Be able to edit for the media product. LO4 be able to present the completed Tv extract or short film to gather feedback.  This unit is a 60 GLH. | Resources are housed on the unit blog.  Hpocrunit5.wordpress.com |
| Use their knowledge of equipment to complete the recording of an original short film. | Lighting Equipment  Camera Equipment  Filming |
| Use their knowledge of post-production techniques and equipment to complete the editing of the original short film. | Editing  Sequencing  Pacing |
| Be able to present the final short to an audience to gather feedback. | Exporting  Presenting  Test Screening  Gathering Feedback  Evaluation |