

### SJBC Curriculum Termly Plan: CTEC YR12 – Digital Media

Term	Topic(s) and links to other subjects	Core Knowledge	Core Vocabulary	Assessment	Resources
Autumn 1	UNIT 1: Digital media and emerging technologies	<p>Students investigate new and emerging digital technologies. Digital media producers are now using emerging technologies to distribute and enhance the way an audience consumes a product:</p> <ul style="list-style-type: none"> <li>• Know the digital media technologies, hardware and software that are used in media product generation</li> <li>• Know the purpose for digital media product development and its use of emerging technology</li> <li>• Know how emerging digital technologies impact the production of media products and the effect of their use on the consumer</li> <li>• Know how advertising and marketing techniques have changed as a result of digital and emerging technologies</li> <li>• Know about platforms file formats and methods for distributing digital media products</li> </ul>	Diversification Conglomerate Production Cross-media ownership Subsidiary Specialist Providers Institution Independent company Joint venture Distribution Cross-media promotion Vertical Integration Horizontal Integration Commercial Synergy Commercial Niche Mainstream	Mini test to check for understanding x5  Online	Core resources:  Enrichment and extension resources:
Autumn 2	Creative Software lessons  <b>UNIT 2: Principles of concept design and pre-production</b>	<p>Students advance onto learning industry software skills and adaptations to see worked ideas</p> <ul style="list-style-type: none"> <li>• Photoshop Skills 1-4</li> <li>• Photoshop Skills 5-8</li> <li>• Photoshop 9-12 + challenge task</li> <li>• Photoshop 13-16</li> <li>• Photoshop 17-20</li> <li>• Photoshop 21-24</li> <li>• Challenge tasks</li> </ul> <p>LO1 - Client Brief (inc. research)            - Target Audiences Budgetary constraints + Assets            Production schedule Proposal practice</p>	File Operations Edit Operations Selection Tools Layer Management: Zooming Open Preferences Adjustment Layers Alpha Channel Bevels Bitmap Mode Contrast Compression Channel Mixer	Challenge tasks  Self - assess/recorded in a work book	Core resources:  Enrichment and extension resources:
Spring 1	Photoshop Creative Software lessons	<p>Students begin to prepare Pre-production and planning are key aspects of any media production. By completing this unit, students will understand the pre-production processes that the creative media industries follow when creating a product.</p>	Pre-production Constraints Budget Timescale Milestones	<ul style="list-style-type: none"> <li>• Recall assessments for unit 1</li> </ul>	Unit 1 External Exam (Early Jan)  Photoshop

	<ul style="list-style-type: none"> <li>• Unit 2 – Pre-Production &amp; Planning</li> <li>• Unit 3 – Create a Media Product</li> </ul>	<p><b>Unit 2:</b></p> <ul style="list-style-type: none"> <li>• LO2 – Be able to carry out research into the financial and time constraints that can affect the creation of a new digital media product</li> <li>• LO3 - Be able to select and produce the correct preproduction documents for the creation of a new digital media product</li> </ul> <p><b>Unit 3:</b></p> <ul style="list-style-type: none"> <li>• LO1 – Be able to research the different digital media sectors, their products and the job roles within them (new book)</li> <li>• LO2 – Understand how different genres, purposes and audiences influence the development of a digital media concept</li> </ul>	<p>Risk assessment  Production schedule  Call sheet  Storyboard  Target audience  Genre  Media sector  Job roles  Purposes  demographics</p>	<ul style="list-style-type: none"> <li>• Online assessments</li> </ul>	<p>Computers  Work books</p>
Spring 2	<p><b>UNIT 3:</b>  Digital media industry – products and audiences</p>	<p>Unit 2: LO4 – Understand how legal and ethical issues apply to the creation of a new digital media product  LO5 – Understand the role of regulatory bodies in the development of a new digital media product  LO6 - Understand health and safety issues that must be considered during the complete production process for a new digital media product</p> <p>Unit 3: LO3 – Be able to plan and produce the prototype of a digital media product  LO4 – Be able to present a prototype of a digital media product to gather and review feedback</p>	<p>Legal  Ethical  Copyright  Intellectual Property  Privacy  Regulation  Regulatory Bodies  Compliance  Health and Safety  Risk Assessment  Hazard  Prototype  Wireframe</p>	<p>Continued marking and feedback of Unit 3</p> <p>May Unit 2 Brief release (controlled project)</p>	<p>Core resources:  Workbooks  Computers  Revision resources</p> <p>Enrichment and extension resources:</p>