

CTEC Digital Media KS5 Curriculum Overview	Links to KS4		Digital media is not taught at KS4 but follows on from the following subjects taught at KS4: Creative iMedia: Students will use prior knowledge of pre-production to produce and develop pre-production documents in KS5. Business: Use knowledge of the marketing mix and target audiences to categorise audiences for digital media products. Sociology: Understanding of individuals socio-economic class and demographics will help students identify target audiences.					
	Intent	Statement of Intent	Cambridge Technicals in Digital Media helps students develop the knowledge and practical skills required in the digital media industry. Students gain hands-on experience of the production process, developing their ideas from planning, through editing and post-production, to final presentation. Students will develop professional and social skills through interaction with performers, clients and peers; as well as theoretical and technical knowledge and understanding to underpin these skills. This will allow their creativity and flair to be harnessed in the design and production of media products used within the industry.					
		Timeline	Term 1 - 7 Weeks	Term 2 - 7 Weeks	Term 3 - 6 Weeks	Term 4 - 6 Weeks	Term 5 - 6 Weeks	Term 6 - 7 Weeks
	Implementation (Year 12)	Year 12 Overview	During Y12, students will explore two units that underpin the development cycle of digital media products. From units one and two, relevant theories behind the creation of real-life digital media examples will showcase to students how to analyse target audience requirements, research market demand and bring a media concept alive.					
		SOW	Media Production and audiences exam (Unit 1)	Media Production and audiences exam (Unit 1)	Media Production and audiences exam (Unit 1) + Pre-production and planning exam (Unit 2)	Pre-production and planning exam (Unit 2)	Pre-production and planning exam (Unit 2)	Pre-production and planning exam (Unit 2) + Plan and deliver a pitch for a media product (Unit 21)
		Assessment Type & Unit Focus	Assessed: RP1 – Terminology test Focus: Explain the ownership models of media institutions. Describe how media products are advertised and distributed.	Assessed: Practice paper questions - preparation for Jan exam Focus: explain how meaning is created in media products. Identify the target audiences of media products.	Assessed: Jan exam (U1) & RP2 - Terminology test (U2) Focus: Identify and explain the factors that need to be considered during the planning of a media product. Interpret client requirements + target audience considerations.	Assessed: Terminology test & practice exam questions Focus: Identify and explain the factors that need to be considered during the planning of a media product. Interpret client requirements + target audience considerations.	Assessed: PPE 2 Unit 2 practice exam questions Focus: Evaluate research data used by media institutions. Evaluate legal, ethical and regulatory issues associated with media products.	Assessed: June exam (U2) & RP3 - Coursework Unit 21 Focus: Finalise revision for Unit 1 exam. Generate ideas for an original media product based on a client brief. Create a proposal and pitch for an original media product based on a given brief.
	Implementation (Year 13)	Year 13 Overview	Students will apply knowledge of Unit 1 and 2 to the creation of a product that they pitched for in Year 12. This coursework unit will include pre-production, creation and post production reviews of the product. Student's will investigate how important social media now is to business and how they can use this tool to strengthen their campaign success. Finally students will create a personal media profile that they can attached to their cv to showcase work they have produced.					
		SOW	Social media and globalisation (Unit 6)	Social media and globalisation (Unit 6)	Social media and globalisation (Unit 6) + Create a media product (Unit 3)	Create a media product (Unit 3)	Create a media product (Unit 3) + Create a Personal Media profile (Unit23)	Create a Personal Media profile (Unit 23)
		Assessment Type & Unit Focus	Assessed: Terminology test Focus: Understand how online and social media products are used. Understand the impact of social media and globalisation on media audiences and producers.	Assessed: RP2 - Practice paper questions Focus: Investigate how global industries use social media. Explain how to plan and manage a social media campaign, identifying tools required to be successful.	Assessed: Jan exam (U1) & Unit 3 coursework Focus: Be able to create a proposal with sample materials for an original media product to a client brief. Be able to plan and develop pre-production materials for an original media product to a client brief.	Assessed: RP2 - Unit 3 coursework Focus: Be able to create production materials for an original media product to a client brief. Be able to carry out post-production techniques and processes for an original media product to a client brief.	Assessed: RP3 - Unit 3 coursework Focus: Be able to create production materials for an original media product to a client brief. Be able to carry out post-production techniques and processes for an original media product to a client brief. Understand the purpose and use of a personal media profile (Unit 23).	Assessed: Unit 23 coursework, peer assessment throughout. Focus: Be able to cope and plan content for a personal media profile. Be able to repurpose content and create the personal media profile.
		Topic Texts	Amking is Connecting - David Gaunt The Social Media Bible - David K Brake and Lon Safko					
	Impact	Year 12 Review Points	RP1: T1, Wk3		RP2 (PPE1): T3, Wk2			RP3 (PPE2): T6, Wk4
		Year 13 Review Points		RP1 (PPE1): T2, Wk1		RP2: T4, Wk1	RP3 (PPE2): T5, Wk1	
		How It Is Used / Skills Set Developed / Outcomes	The Y12 SOW will help student to understand how they must work in line with legal and regulatory requirements and provide ways to work in a safe and effective environment that, are not only protecting themselves but those they're working with and members of the public from injury or harm. By the end of year 12, students will have planned a digital product they would like to make and have the knowledge to begin planning its creation. Students are given the opportunity to create digital media products as if they were working for a design company. Student can take the skills and processing milestones they have learnt during year 13 onto universtiy, apprenticeships and future jobs.					
		Links to Higher Education	Digital media will allow students to study a number of different courses at University such as the following: Animation, Digital advertisement, Marketing, Sound and Video engineering.					
		Careers in the Curriculum	Students are given the opportunity to create digital media products as if they were working for a design company. Throught out the social media unit, students investigate job roles available in this ever expanding market.					