

Curriculum Overview Creative Digital Media KS5 L3 – Holly Lodge Girls’ College

Year 12			
Title	Curriculum content		Assessment
Term 1 & Term 2	<p>Unit 21 – Create a pitch for a digital media product (NEA)</p> <p>Alongside delivery of</p>	<p><u>Unit 21. Learning Outcome 1.</u> Be able to create a proposal with sample materials for an original media product to a client brief</p> <p><u>Unit 21. Learning Outcome 2.</u> Be able to plan and develop preproduction materials for an original media product to a client brief</p> <p><u>Unit 21. Learning Outcome 3.</u> Be able to create production materials for an original media product to a client brief</p> <p><u>Unit 2 – Learning Outcome 1</u> Understand the factors that need to be considered during the planning of a media product</p> <p><u>Unit 2 – Learning Outcome 2</u> Be able to interpret client requirements and target audience considerations</p>	<p>Unit 21 - Set assignment & externally assessed 1st Moderation visit end of Term 2</p> <p>Assessments will take place throughout assignment</p> <p>DIRT Teacher observation</p>
	<p>Unit 2 – Pre-production & Planning (Exam unit) (LO1 & 2)</p>		
Term 3 & Term 4	<p>Unit 3 – Create a media product</p> <p>Alongside delivery of</p>	<p><u>Unit 3 – Learning Outcome 1</u> Be able to create a proposal with sample materials for an original media product to a client brief</p> <p><u>Unit 3 – Learning Outcome 2</u> Be able to plan and develop preproduction materials for an original media product to a client brief</p> <p><u>Unit 3 – Learning Outcome 3</u> Be able to create production materials for an original media product to a client brief</p> <p><u>Unit 3 – Learning Outcome 4</u></p>	<p>Unit 3 - Set assignment & externally assessed 2nd Moderation visit end of Term 4</p> <p>Assessments will take place throughout assignment</p> <p>DIRT Teacher observation</p> <p>Unit 2 – External assessment Assessment windows</p>
	<p>Unit 2 – Pre-production & Planning (Exam unit) (LO3 – 4)</p>		

		<p>Be able to carry out post-production techniques and processes for an original media product to a client brief</p> <p><u>Unit 2 – Learning Outcome 3</u> Be able to plan the preproduction of a media product</p> <p><u>Unit 2 – Learning Outcome 4</u> Be able to create and evaluate pre-production documents for a new media product</p>	January & May
Term 5 & Term 6	<p>Unit 2 – Pre-production & Planning (Exam unit)</p> <p>Alongside delivery of</p> <p>Unit 20 – Advertising Media (coursework)</p> <p>Unit 1 – Media Products & Audiences (exam Unit)</p>	<p><u>Unit 2 – Learning Outcome 1</u> Understand the factors that need to be considered during the planning of a media product</p> <p><u>Unit 2 – Learning Outcome 2</u> Be able to interpret client requirements and target audience considerations</p> <p><u>Unit 2 – Learning Outcome 3</u> Be able to plan the preproduction of a media product</p> <p><u>Unit 2 – Learning Outcome 4</u> Be able to create and evaluate pre-production documents for a new media product</p> <p><u>Unit 20 – Learning Outcome 1</u> Know how existing advertising campaigns embed advertisements across a range of media products</p> <p><u>Unit 1 – Learning Outcome 1</u> Understand the ownership models of media institutions</p>	<p>DIRT</p> <p>Teacher observation</p> <p>Unit 2 – External assessment</p> <p>Assessment windows</p> <p>January & May</p> <p>Assessments will take place throughout assignment</p>
Year 13			
Title	Curriculum content		Assessment
Term 1 & Term 2	Unit 20 – Advertising Media (coursework)	<p><u>Unit 20 – Learning Outcome 2</u> Be able to plan a cross media advertising campaign to a client brief</p>	Assessments will take place throughout year Dec - Mock exam

	<p>Alongside delivery of</p> <p>Unit 1 – Media Products & Audiences (exam Unit)</p> <p>Recap on</p> <p>Unit 2 – Pre-production & Planning (Exam unit) for January sitting</p>	<p><u>Unit 20 – Learning Outcome 3</u> Be able to produce the planned media components</p> <p><u>Unit 1 Learning Outcome 1</u> Understand the ownership models of media institutions</p> <p><u>Unit 1 Learning Outcome 2</u> Understand how media products are advertised and distributed</p> <p><u>Unit 1 Learning Outcome 3</u> Understand how meaning is created in media products</p> <p><u>Unit 1 Learning Outcome 4</u> Understand the target audiences of media products</p> <p><u>Unit 1 Learning Outcome 5</u> Be able to evaluate research data used by media institutions</p> <p><u>Unit 1 Learning Outcome 6</u> Be able to evaluate legal, ethical and regulatory issues associated with media products</p>	<p>Unit 2 – External assessment Assessment windows January & May</p>
<p>Term 3 & Term 4</p>	<p>Unit 1 – Media Products & Audiences (exam Unit) January sitting Unit 2 – Pre-production & Planning (Exam unit) for January sitting</p> <p>Alongside delivery</p> <p>Unit 24 – Cross media industry awareness (coursework)</p>	<p><u>Unit 24 Learning Outcome 1</u> Understand the products that are produced within and across media industries</p> <p><u>Unit 24 Learning Outcome 2</u> Understand the behaviours, skills and attributes necessary within a chosen media industry</p>	<p>Unit 20 - Set assignment & externally assessed Moderation visit End of term 3</p> <p>Unit 1 – External assessment Unit 2 – External assessment Assessment windows January & May</p>
<p>Term 5</p>	<p>Unit 1 – Media Products & Audiences (exam Unit) May sitting</p>	<p><u>Revision on all learning outcomes</u></p>	<p>Unit 1 – External assessment Assessment windows January & May</p>

