Year 11 Btec Media 2019 Curriculum Sequencing

Subject	Year	Term	Big Ideas	Topics	Subject Learning Checklist
BTEC Media Component 3-	Year 11	Term 1 - 21 hrs	Develop ideas in response to a brief	Responding to a brief	the client: the type of company or organisation that has set the brief, their market or field and competitors
					the aim or purpose of the brief
					technical requirements: product type, size, duration, format.
					age, gender, location, income level
					lifestyle, attitude, values, interests, behaviour, personality.
					products: mainstream, niche, alternative, generic, unconventional
					textual analysis of the technical and stylistic codes
					content analysis to establish the contents, order and sequencing.
					audience responses to media products aimed at the same target audience o current trends in the chosen media sector.
					secondary research into the topic or theme of the brief.
					audio/moving image: podcast, radio broadcast, audio guide, news or feature package, advertisement, trailer, viral video, promotional video, short film, animation o publishing: magazine, brochure, marketing material, newspaper, advertorial, leaflet o interactive: game demo, website, app, e-magazine, HTML newsletter
					• Content: o structure: storyline, narrative, running order, pages, screens, levels o breakdown: characters, articles, features, rules. • Style and design: o style: mise en scène, tone, mode of address, house style design: locations, atmospheric and ambient sound, game environment. • Idea selection: retain, reject, combine and refine ideas to form a chosen idea for a media product
		Term 2 - 21hrs	Develop planning materials in response to a brief	Planning Materials	Storyboarding for moving image: o conventions: types of shot, shot composition, framing, camera movement, transitions, shot duration, dialogue, soundtrack o storytelling: staging, continuity, direction notes. • Writing a script for audio/moving image: o conventions: title page, description of action, dialogue, audio elements: music, sound effects, jingles, interviews, vox pop, music bed o storytelling: sequences, scenes, use of language, directions, timings. • Page layout and design for publishing: o conventions: thumbnails, sketches, wireframes o positioning: assets, features, content, columns, white space o design: consistency, headlines, straplines, colours, fonts. • Page layout and design for interactive: o conventions: visual representation of pages, screens and levels o positioning: text, images, other assets o flow: interactivity, navigation, movement, sound, rules.
				Managing the production process	Time management: o schedules: maintain production schedules of tasks and deadlines o contingency planning. • Copyright, clearances and permissions: o checking copyright status of secondary assets and material: public copyright licences such as Creative Commons, royalty free (RF), public domain (expired copyright), obtaining permission to use copyright assets or material o clearances to use locations, participants for public screening/viewing.
		Term 3 - 21hrs	Apply production skills and techniques to the production of a media product.	Monitoring and review the outcomes of the	Monitoring outcomes to identify strengths and potential areas for improvement. • Making refinements to the media product to improve the outcome.
				Production skills and techniques	Capturing footage and audio: o equipment: cameras, tripods, lights, microphones, portable audio digital recorders, radio studio o techniques: camerawork, framing, shot type and length, angle, movement, checking sound levels, sound capture. • Creating images and assets: o equipment and software: digital cameras, vector drawing tools and packages, image editing and manipulation tools and packages, game authoring software o techniques: composition, cropping, resizing, image adjustments, image manipulation, image quality, preparing assets. • Creating copy: o equipment and software: word processing o techniques: speak to the reader, use facts and statistics, check sources, organisation of content and ideas, short paragraphs, repetition, proofreading. • Sourcing content from secondary sources: o quality: file size, file format o assessing suitability and fitness for purpose

				Combining and refining content	Editing audio and moving image: o software: digital video editing, digital audio editing o techniques: continuity editing, non-continuity editing, transitions, audio mixing, audio and visual effects, titles and credits, sound beds o stylistic codes: camera framing, angle, movement, mise en scène, lighting, editing and sound. • Combining assets for the page and screen: o software: graphics or image manipulation, desktop publishing o techniques: alignment, formatting text and images, use of colour o stylistic codes: layout and design principles, typography, image editing

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