



Creative Media Production

	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
10	<p>What are the relationships between media products, audiences & purpose?</p> <p>How do audience interpret media products?</p>	<p>How do media products combine genre, narrative & representation to create meaning for audiences?</p> <p>What media production techniques are combined in media products to create specific effects and engage audiences?</p>	<p>What is pre-production and how do I apply it to a media production?</p> <p>How do I apply and use media production techniques to create meaning and engage audiences?</p>	<p>How do I develop and apply media production and post-production processes, skills and techniques to create a media product?</p> <p>What process is there to review progress and development of media product?</p>	<p>What is a brief and how do I develop ideas in response to it?</p> <p>What materials do I need to plan and produce in response to a commission?</p>	<p>How do I apply media production skills and techniques to the creation of a media product?</p> <p>How do I know if I am meeting the response of the brief?</p>
11	<p>Recap on:</p> <p>What are the relationships between media products, audiences & purpose?</p> <p>How do media products combine genre, narrative & representation and use specific media production techniques to create meaning for audiences?</p>	<p>Apply understanding of relationships between media products, audiences & purposes to specific media products</p> <p>Using specific media examples, apply understanding of genre, narrative, representation and production techniques to it</p>	<p>Respond to a specific exam board brief, establishing the requirements, target audience and similar products</p> <p>Generating ideas for a media product based on a specific exam board brief</p>	<p>Develop pre-production documents to develop a media product for specific exam board brief</p> <p>Collecting and recording footage to create a media product based on a specific exam board brief</p>	<p>Combine and refine content of media product for brief.</p>	



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12	<p>How do media products construct representations?</p> <p>What are the media messages conveyed and comparisons of representations across media products and the theories associated with them?</p>	<p>What are stylistic codes and how are they used to create meaning in media products?</p> <p>How do different representations carry the values of the producer and shapes the opinions and beliefs of the audience?</p>	<p>What does a rationale for ideas in response to a commission look like and what do I need to include?</p> <p>How do I develop a professional pitch and proposal to meet a given commission</p>	<p>What is the production and content considerations needed to be included in a proposal to create a media product based on a commission?</p> <p>What are the appropriate written and visual communication techniques to present creative ideas based on a commission?</p>	<p>What are the narrative filmmaking elements (purposes, formats, narrative structures and visual storytelling) and how are they used to create meanings in media products?</p> <p>How to analyse genre, audience and text used within specific media products?</p>	<p>What are the requirements of pre-production for a media product?</p> <p>What are the formats, functions and purposes of the pre-production documents for a media product?</p>
13	<p>What are the requirements of pre-production for a media product?</p> <p>Apply generation of ideas and knowledge of pre-production documents to plan a short film</p>	<p>Apply generation of ideas and knowledge of pre-production documents to plan a short film</p> <p>How do I use the appropriate equipment to collect footage for a short film that meets the needs of a selected genre?</p>	<p>How do I go about editing the collected footage and working on producing a short film to meet a specific genre's codes and conventions?</p> <p>What are pick-up shots and how I do I go about collecting them?</p>	<p>How do I effectively evaluate the effectiveness of my project management?</p> <p>How do I analyse the worth of my pre-production documents and whether they were as required?</p>	<p>Recap Autumn 1 & 2 and Spring 1 & 2 for potential retakes of exam and external assessment</p>	<p>Recap Autumn 1 & 2 for potential retake of exam</p>

Curriculum Intent: Our media curriculum equips pupils with an appreciation for the power of the moving image, as both critical consumers and skilful producers of media products, so they understand how society can be represented in different ways.