



DIGITAL MEDIA DEPARTMENT

Curriculum Overview



The curriculum at West Derby School reflects the aspirations we have for all students. It is designed to be as ambitious as the National Curriculum, offering a first-class education that is rich in knowledge and skills, whilst also being broad and balanced throughout the key stages. In Digital Media, we aim to help students develop the skills to be able to create a range of exciting and innovative digital content.

Departmental Overview

The Digital Media Department comprises one specialist teacher based in a Mac suite within the Visual Arts Department.

Departmental Staff

Mr M Black

Mr M Thomas SLT Line Manager

Year 10/11 Creative Media (KS4)

Examination/Specification Board

BTEC Tech Award

Curriculum Overview

This course is designed to help any pupil wanting to undertake a career in Multimedia using a range of Graphic Design, Photography and Videography skills.

The Pearson BTEC Level 1/Level 2 Tech Award in Creative Media Production (Qualification Number: 603/1238/5), is for learners who want to acquire technical knowledge and technical skills through vocational contexts by applying the learned knowledge and processes related to investigating, exploring and creating media products as part of their Key Stage 4 learning. The qualification recognises the value of learning skills, knowledge and vocational attributes to complement GCSEs. The qualification will broaden the learners experience and understanding of the varied progression options available to them.

The Award gives learners the opportunity to develop sector-specific knowledge and skills in a practical learning environment. The focus is on four areas of equal importance, which cover the:

- development of key skills that prove your aptitude in creative media production such as investigating and developing ideas through pre-production, production and post-production of media products
- process that underpins effective ways of working in creative media production, such as responding to briefs and feedback, planning and generating ideas
- attitudes that are considered most important in creative media production, including personal management and communication
- knowledge that underpins effective use of skills, process and attitudes in the sector such as production processes and techniques.

Learners are required to complete and achieve all three components in the qualification.

1. Exploring Media Products

2. Developing Digital Media Production Skills
3. Create a Media Product in Response to a Brief

The three components focus on the assessment of knowledge, skills and practices. These are all essential to developing a basis for progression and, therefore, learners need to achieve all components in order to achieve the qualification. The components are interrelated, and they are best seen as part of an integrated whole rather than as totally distinct study areas. Learners will normally take this qualification over a two-year period or longer. This means that they must be given the opportunity to build their confidence in understanding the sector, vocational contexts and vocational attributes over a long period during study before they are assessed. As the interrelated components are not linked to occupational roles, certification is not available at component level.

Components 1 and 2 are assessed through internal assessment.

Component 3 is assessed through external assessment.

Collaborative working is a life skill that students will explore in the context of technology. Areas covered range from developing an understanding of project management, the advantages and disadvantages of home working, to technologies that aid collaboration such as Adobe Creative Cloud and video conferencing.

New Knowledge (What we would like students to know and understand by the end of KS4)

To be able to...

- Investigate a range of media products
- Explore how media products are created to provide meaning and engage audiences
- Understand how a range of media products are created
- Develop a range of multimedia skills and techniques
- Apply a range of multimedia skills and techniques in response to a product brief
- Review own progress and development of skills and practices

New Skills

To be able to...

- Research and analyse different digital media products

- Create a range of pre-production materials for a digital media product
- Use camera skills to produce a range of digital media assets
- Apply postproduction skills to create a range of digital media products
- Evaluate the success of the practical work

Disciplinary Vocabulary

Conventions, thumbnails, sketches, wireframes, positioning, assets, features, content, columns, white space, design, consistency, headlines, straplines, colours, fonts, alignment, formatting text and images, use of colour, stylistic codes, layout and design principles, typography, image editing

Prior Learning and Recall

Learners will not have done this subject before but the skills gained in Art & Computing will play a large part in their creative journey.

Examinations/Key Assessments

Component 1: Exploring Media Products (Internal Assessment)

Component 2: Developing Digital Media Production Skills (Internal Assessment)

Component 3: Create a Media Product in Response to Brief (Practical Examination)

Homework

Homework is set on a weekly basis and recorded via Satchel One. The homework set will relate to the topic being taught and may include

- Written responses to questions, data or worksheets.
- Investigative research.
- Interactive quizzes.
- Projects including coursework.
- Revision of subject content in preparation for unit tests.

How Parents can Help

The department considers parents as a valuable resource in helping to monitor their children's progress by ensuring they have a good attendance record so that they do not fall behind in controlled assessments.

Year 12/13 Digital Media (KS5)

Examination/Specification Board

Level 3 (OCR Cambridge Technical Extended Certificate in Digital Media)

Curriculum Overview

Digital Media gives students a practical introduction to the knowledge, skills and understanding relevant to the industry. Students can further develop their skills and knowledge by focusing on the production of digital, audio or moving image content for media products.

Topics covered include:

- Unit 1 – Media Products & Audiences
- Unit 2 – Pre-Production & Planning
- Unit 5 - Create a Media Product
- Unit 20 – Advertising Media Products
- Unit 21 – Plan and Deliver a pitch for a Media Product
- Unit 22 – Scripting for Media Products

New Knowledge (What we would like students to know and understand by the end of KS5)

To be able to...

- Understand, explain and apply a range of digital media theories
- Plan & deliver a pitch in response to a media brief

- Create pre-production portfolios for a range of digital media products
- Evidence a range of graphic design skills
- Review own progress and development of skills and practices

New Skills

To be able to...

- Use film language to explain the meaning of a film or TV sequence
- Understand, explain and apply a range of legal & ethical issues
- Evidence a range of Adobe CC creative skills
- Create a digital media portfolio to showcase skills

Disciplinary Vocabulary

Codes and conventions, Commercial objectives, Connotation, Cross media ownership, Demographic profiles, Denotation, Horizontal integration, Legal and ethical issues, Mass/mainstream audience, Media ownership, Mise en scene, Mode of address, Niche audience, Operating models, Primary research, Private conglomerate structure, Production processes, Psychographics, Quantitative research, Qualitative research, Socio-economic, SWOT analysis, PEST, Technological convergence, Vertical integration.

Prior Learning and Recall

KS5 students will build upon the skills & knowledge they have gained in KS4 in order to create a range of multimedia products where the focus is on delivering a product to an industry standard.

Examinations/Key Assessments

There are six units of work (2 compulsory externally examined units 1 and 2, then four controlled assessment units) each one is mark internally then externally assessed to be verified. Two controlled assessment units are covered in Year 12 and the final two controlled assessment units are covered in Year 13. External exams for Units 1 & 2 are taken in Summer of Year 12 & 13. Grades awarded are Distinction* equivalent to A*, Distinction equivalent to A, Merit equivalent to C, Pass equivalent to E.

Homework

Most of the homework is set online via Teams. Other homework tasks will involve extended investigations and research.

How Parents can Help

Encourage your son/daughter to complete assignments via Teams.

