

Year 12			Curriculum Checkpoints: What do students know and what can they do?			
Digital Media			Developing	Securing	Mastering	Excelling
AF6	Unit 3 Create Media Product and	Creates a proposal for a media product	Creates a proposal with some sample materials for an original media product to a client brief.	Creates a proposal with sample materials for an original media product to a client brief which include mood boards, visualisation diagrams, wire frames, plans for typography and a work plan.	Creates a proposal including legal and ethical issues which are identified and resolved for the planned production. Develops a range of sample materials for an original media product to a client brief which meets all client requirements including plan for photographs and graphics, Gantt chart, production schedule and call sheets.	Creates a detailed proposal which justifies the content, distribution and marketing methods identified for the planned production to meet a client brief. Develops a wide range of sample materials for an original media product to a client brief which fully meets all requirements including discussing legal and ethical issues.
		Creates Production materials for the media product	Creates appropriate production materials to be used in the original media product.	Develops production materials which fully meet the requirements of the brief, client and target audience. Attempts to follow some safe working practices during the production process. Uses some simple codes and conventions in the media product.	Is able to follow and demonstrate how safe working practices have been followed in the production process. Develops production material that follows most of the codes and conventions of the chosen genre for the media product.	Evaluates and ensures that safe working practices are followed in the production of the product. Ensures codes and conventions related to the chosen media product and genre are adhered to. and thoroughly explained.
			Reviews the suitability of content for the intended media product. Can save and export the product in appropriate file formats.	Is able to review the strengths and improvements of the suitability of content for the intended product. Edits text and images together (i.e. captions, overlap, wrapping) to create meaning.	Demonstrates how the exported media product meets the client brief. Uses version controls in the production process. Applies visual effects (e.g. filters) to enhance meaning.	Analyses how post-production techniques and processes create meaning in the media product to meet the client brief. Presents the media product to the client in order to obtain feedback at various stages of production.