

Year 13		Curriculum Checkpoints: What do students know and what can they do?				
Digital Media		Developing	Securing	Mastering	Excelling	
AF1	Unit 1: Media Products and Audiences	1. Understand the ownership models of media industries	Explains the difference between private conglomerate structures, independent companies and public service models (i.e. commercial objectives, purpose, audience). Can compare the difference between private, conglomerate structures, independent companies and public service models.	Explains how media companies operate (i.e. different parts of a company that contribute to wider production processes, vertical and horizontal integration). Describes the different types of job roles in media organisations (e.g. for film – director, camera operator, editor, make-up artist).	Evaluates how institutions operate, both internally and externally, within the chosen media sector with companies to cross promote products using synergy and new media technologies. Discusses how different parts of an institution might work together to support the production of media products.	
		2. Understand how media products are interpreted and distributed	Identifies some traditional methods and contemporary digital advertising methods. Understands there are contemporary advertising and distribution methods including digital and social media. Knows the terms synergy and cross media campaigns. Understands the term technological convergence.	Describes the differences between traditional methods and contemporary digital advertising methods. Explains the difference between contemporary advertising and distribution methods including digital and social media alongside more established methods. Is aware of how synergy and the role of cross-media campaigns create awareness and make the product successful. Can explain the term technological convergence.	Can discuss different advertising methods and how they are applied to a media product. Evaluates the difference between contemporary advertising and distribution methods including digital and social media alongside more established methods and can evaluate current industry practice. Explains the impact of technological convergence on distribution of media products alongside traditional methods.	Evaluates how traditional methods and contemporary digital advertising methods are used. Analyses how media products are advertised to audiences (i.e. audio-visual TV adverts, trailers), digital (online reviews, pop-up adverts, social media), radio, games). Evaluates how products are distributed to media audiences (i.e. impact of technological convergence on distribution of media products alongside traditional methods).
AF2	Unit 1: Media Products and Audiences	3. Understand how meaning is constructed in media products	Can explain the use and application of production techniques to create media products (i.e. audio-visual, print and web and audio). Is able to explain some of the theorists in relation to media products (i.e. genre (Neale, Metz) narrative, (Todorov, Barthes), representation (Hall, Perkins), and audience (Ang, McQuibb, Hall)). Explains with examples some of the codes and conventions which are used in different media products.	Explains the use and application of production techniques to create media products, i.e. mise-en-scene, camera work, editing, sound, house style and colour scheme, photography techniques etc. Can apply media theory e.g. genre (Neale, Metz) narrative, (Todorov, Barthes), representation (Hall, Perkins), and audience (Ang, McQuibb, Hall) to a range of media products. Describes a wide range of codes and conventions with specific reference to media products and media language.	Analyses the meaning behind mise-en-scene elements such as location, props, costume, lighting, colour, camerawork elements such as angles, shot types, movement, composition and framing, editing techniques that include continuity and special effects, and sound/down editing during production and post production. Evaluates the impact of media theory e.g. genre (Neale, Metz) narrative, (Todorov, Barthes), representation (Hall, Perkins), and audience (Ang, McQuibb, Hall) to a range of media products. Can analyse codes and conventions with specific reference to media products and media language.	
		4. Understand the target audience for media products	Can define the terms mainstream and niche audience and can identify some demographic profiles.	Identifies the demographic profiles of audiences for different media products (i.e. age, gender, ethnic group, location and geodemographic, socioeconomic, sexual orientation, lifestyle and psychographic).	Explains the demographic profiles (i.e. age, gender, ethnic group, location and geodemographic, socioeconomic, sexual orientation, lifestyle and psychographic of audiences for different media products. Discusses why mainstream and niche audiences use and interact with products, mode of address.	Analyses audiences and demographics for media institutions, such as the NHS. Evaluates how the theories McQuibb and Hartley apply their perspective to a product justifying why audiences engage with media products.
AF3	Unit 1: Media Products and Audiences	5. Be able to evaluate research undertaken by media institutions	Understands primary research: questionnaires, focus groups, interviews, online surveys and secondary research: use of internet research, books, journals, magazines and newspapers, use of television. Can look for trends for product development and future market possibilities.	Describes the difference between primary and secondary research techniques and will look at examples of research undertaken by media institutions. Is able to analyse data and look for trends using ranking and scoring methods for both qualitative and quantitative results.	Explains how examples of research undertaken by media institutions and can make links between this and their chosen case study sector. Analyses data and looks for trends using ranking and scoring methods for both qualitative and quantitative results which will inform future promotional and market opportunities.	Evaluates the purpose of research (i.e. product reach, audience feedback and developed an understanding of the needs of mainstream and niche audiences. Evaluates data and looks for trends using ranking and scoring methods for both qualitative and quantitative results which will inform future promotional and market opportunities e.g. For film, audience feedback may inform about the potential for a franchise; for print, the movement to digital content.
		6. Be able to evaluate legal and regulatory issues	Understands some legal and regulatory issues including copyright and use of intellectual property.	Has a clear understanding of effects of and/ or/sonson "effects" debate and media regulation and can discuss this with different case studies and theory. Explains some legal and regulatory issues including copyright and use of intellectual property (i.e. ASA, BBFC, Ofcom, PPSO, PEGI).	Is able to describe the effects of the "effects" debate and media regulation and theory and can debate and challenge how to apply this to products. Discusses legal and regulatory issues and can explain how this has an impact on the content including copyright and use of intellectual property (i.e. ASA, BBFC, Ofcom, PPSO).	Evaluates the "effects" debate and media regulation can be thoroughly discussed with case studies and theory. Analyses legal and regulatory issues for media products (i.e. the Role of regulators (ASA, BBFC, Ofcom, PPSO, PEGI) and censorship, self-regulation and use of copyright and intellectual property and can apply this to their own case studies.
AF4	Unit 20: Advertising Media	1. Know how existing advertising campaigns embed into a client brief	Can describe an existing media advertising campaign. Suggests different ideas for an original media product based on a client brief and uses some relevant planning documentation. Creates a plan for a cross media advertising campaign in response to a client brief.	Can describe at least two existing media advertising campaigns across different media platforms. Creates a pre-production plan for the media components in the planned advertising campaign. Is able to discuss some legal and ethical constraints within the planned campaign.	Discusses three different existing media advertising campaigns with a range of examples across different media platforms. Discusses the strengths and weaknesses of the different ideas for an original media product based on a client brief. Describes legal and ethical constraints within the planned campaign.	Evaluates three different existing media advertising campaigns with a range of examples across different media platforms. Justifies the choice of planned components by targeted media sector.
		2. Produce the media components	Is able to create some of the media components to be used in the planned campaign.	Creates the media components to be used in the planned campaign.	Explains how the created media components comply with the codes and conventions of the media sector.	Fully describes how the technical and aesthetic properties of the media components meet the client brief.
AF5	Unit 24: Core Media Industry Awareness	1. Understand the products, processes and marketing materials within a chosen media industry	Creates a proposal with some sample materials for an original media product to a client brief.	Creates a proposal with sample materials for a planned production. Includes mood boards, visualisation diagrams, wire frames, plan 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 wider range of sample materials for an original media product to a client brief which fully meets all requirements including discussing legal and ethical issues.
		2. Understand the behaviours, processes and marketing materials within a chosen media industry	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 ensure 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.
AF5	Unit 24: Core Media Industry Awareness	3. Understand the behaviours, processes and marketing materials within a chosen media industry	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.