CTECH Digital Media: Curriculum Mapping

Unit 1: Media Products and Audiences

Unit 7: Journalism and the News Industry

Unit 2: Pre-Production and Planning

Unit 22: Scripting Media Products

Unit 3: Create Production Materials

Unit 23: Creating A Media Profile





Broadcast News Article and Final Moderation:

Students present news article in a BBC

Newsround style script.

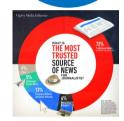












Unit 7 Journalism and News **Industry:** Students investigate

Unit 22 Scripting for Media Products: Good scripts are essential to ensure that a narrative flows well and a story is brought to life. Students will understand scripts and the part they play in a range of media products. Students will be able to generate a range of ideas and then use one

of these ideas to produce a script for their Unit 7 journalism new article, in response to a client brief.

the contemporary news industry and learn how audiences receive news.

> Spring **Term**

Newsround Article & Research:

Students will investigate news gathering techniques, research methods and press

regulation and have the opportunity to apply this learning to their own work. Students will learn how articles are constructed and use this understanding to help them write their own original article in a BBC Newsround house style.

Produce A Proposal: Choose your real life local client and students justify content, distribution and marketing methods identified for the planned production to meet a client brief.



Unit 23 Create A Personal **Media Profile**: the synoptic approach of this unit embeds a wide range of industry skills, knowledge and understanding and practical activities.

Unit 3 Create A Media Product:

Students develop knowledge and understanding of the production processes of producing a media product. They will complete planning materials to take forward in the production and post-production stages of an intended media product.



Year 13 **Autumn Term**

Create and Analyse Production Materials:

Create production material which follows

the codes and conventions of the chosen

genre for the media product. Analyse how

post-production techniques and processes

create meaning in the media product to

meet the client brief.



Unit 2 Pre Production and Planning: A detailed look at will understand the pre-production process that the creative media industry follows when creating a product. Learn how to carry out research in the planning stage of a media production and about the various pieces of legislation that need to be considered. You will learn about the constraints that need to be considered when planning a new media production, including timescales and resources. How do you create pre-production documents in relation to client requirements and how do you plan projects to meet these needs?

Unit 2 Exam and Revision: How to evaluate pre production documents in relation to their effectiveness for media products – student created documents

Summer Term



Spring Term



Be able to evaluate research data used by Media institutions. Revision Unit 1 in May/ June

Unit 1 Investigating Media Companies & Products: An introduction to different ownership models in the media industries, and how to analyse different media products within the sector to understand the fundamentals of how meaning is created for audiences. How are audiences categorised, researched and targeted by media producers and how media institutions distribute and advertise their products to audiences?

> Year 12 **Autumn Term**

Approaches: Learners will be taught critical analysis skills and product deconstruction within the case study media sector to understand the fundamentals of how meaning is created for audiences. This will involve an understanding of how media language of products is used by producers and learners will apply understanding to a specific media product.



What is the difference between Conglomerates, Inde pendents and Public Owned companies?

