

Subject content (What will be covered)	As a result, what students should know /understood	What students should be able to do	How students will be assessed	By when (Half term 1 > 6)
<p>Component 1: Exploring Media Products</p>	<p>A Investigate media products B Explore how media products are created to provide meaning and engage audiences</p>	<p>In this component you will develop your understanding of how media products are created for specific audiences and purposes. You will explore the relationship between genre, narrative and representation within media products and develop your understanding of how they are interpreted by audiences. You will extend your knowledge and understanding by deconstructing existing products in one of the three sectors:</p> <ul style="list-style-type: none"> • audio/moving image, • publishing • interactive media 	<p>Internal assessment (two written reports)</p>	<p>End of half term 3</p>
<p>Component 2: Developing Digital Media Production Skills</p>	<p>A Develop media production skills and techniques B Apply media production skills and techniques C Review own progress and development of skills and practices.</p>	<p>In this component, you will develop practical media production skills and techniques. You will have the opportunity to specialise in the publishing sector. You will take part in workshops and classes whereby you will develop practical skills and techniques applying these to relevant pre-production, production and post-production processes when reworking an existing media product/s. Throughout your development you will review your own progress and consider how to make improvements.</p>	<p>Internal assessment (evidence of planning for and producing a magazine spread, as well as a reflection log)</p>	<p>End of term 6</p>

- CIEAG
- Problem solving
 - Critical thinking
 - Targeting a specific audience
 - Pitching skills
 - Project/time-managed work
 - Research and planning skills
 - Empathy
 - Team work
 - Media and digital literacy