

OVERVIEW

Students will develop key skills that prove their aptitude in creative media production such as investigating and developing ideas through pre-production, production and post-production of media products. The process of the course underpins effective ways of working in creative media production, such as responding to briefs and feedback, planning and generating ideas.

Autumn

Introduction to course

Learning Outcome, A: Media products, audiences, and purpose

- Introduction to media products (Students will focus on three main areas: publishing [newspapers, magazines, comics], interactive [websites, mobile apps, video games, mobile games, online games], moving image [TV programmes, films, music videos, animations, radio broadcasts])
- Target Audience (gender, age, socio-economic groupings, lifestyle profiles)
- Purpose (information, entertainment, escapism, profit, community benefit, raising awareness, critical acclaim, inspiration, innovation)
- Research (primary/secondary)
- Media research
- Contemporary, historical media products.
- Context of production
- Audience interpretation

Practice projects

R094 - Visual identity and digital graphics with alternative theme to controlled assessment

R095 - Characters and comics with alternative theme to controlled assessment

R097 - Interactive digital media with alternative theme to controlled assessment

Assessment:

Complete practice projects using the assessment criteria and relevant skills

Spring

R094 - Visual identity and digital graphics with alternative theme to controlled assessment**Topic Area 1: Develop visual identity**

- Purpose, elements and design of visual identity

Topic Area 2: Plan digital graphics for products

- 2.2 Properties of digital graphics and use of assets
- 2.3 Techniques to plan visual identity and digital graphics

Topic Area 3: Create visual identity and digital graphics

- 3.2 Technical skills to source, create and prepare assets for use within digital graphics
- 3.3 Techniques to save and export visual identity and digital graphics

Assessment:

Complete R094 coursework Assignment.

Released Feb. Hand in date May-moderation sample to be completed by June.

10-hour coursework-guidance.

Summer

Unit R095: Characters and comics**Topic Area 1: Plan characters and comics**

- Character features and conventions
- Conventions of comics
- Resources required to create characters and comics
- Pre-production and planning documentation and techniques for characters and comics

Topic Area 2: Create characters and comics

- 2.1 Techniques to obtain and create components for use within comics
- 2.2 Technical skills to create comics
- 2.3 Techniques to save and publish characters and comics

Assessment:

Complete R095 coursework Assignment.

10-hour coursework-guidance.

Useful resources for supporting your child at home:

Graphics software:

www.photopea.com

Snapseed (App)

Pixlr (App)

Homework:

Creating mood boards (digital/physical)

Opportunity to watch the films you have chosen to analyse

Practice Photopea skills: [Sue Farrimond Tutorials - Creating Media Products \(google.com\)](#)