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

Unit R095: Characters and comics
Topic Area 3: Review characters and comics
- 3.1 Techniques to check and review characters and comics
- 3.2 Improvements and further developments

Unit R093: Creative iMedia in the media industry
Topic Area 1: The media industry
- Media industry sectors and products
- 1.2 Job roles in the media industry

Assessment:
Complete R095 coursework Assignment.

10-hour coursework- guidance.

R093 – Past paper questions (mini mocks)

Spring

Unit R095: Characters and comics
Topic Area 2: Factors influencing product design
- 2.1 How style, content and layout are linked to the purpose
- 2.2 Client requirements and how they are defined
- 2.3 Audience demographics and segmentation
- 2.4 Research methods, sources and types of data
- 2.5 Media codes used to convey meaning, create impact and/or engage audiences

Topic Area 3: Pre-production planning
- 3.1 Work planning
- 3.2 Documents used to support ideas generation
- 3.3 Documents used to design and plan media products
- 3.4 The legal issues that affect media

Topic Area 4: Distribution considerations
- 4.1 Distribution platforms and media to reach audiences
- 4.2 Properties and formats of media files

Assessment:

R093 – Past paper questions

Mock exams

Online quizzes

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)
Practice Affinity Photo skills: YouTube

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