Sackville School iMedia Curriculum - Year 11

TERM	WHAT? (Is delivered?)	WHY? (Is this important?)	WHY NOW? (Why is this taught now?)	IMPACT? (What is the impact at the end of this half term?)	ASSESSMENT
Aut 1	R094 NEA	● Mandatory NEA unit	● Skills have been practiced for NEA	Students will be able to: ● Complete their NEA to their MEG	NEA
Aut 2	R097 NEA	● Mandatory NEA unit	● Skills have been practiced for NEA	Students will be able to: ● Complete their NEA to their MEG	NEA
Spr 1	1.1 Media industry sectors and products 1.2 Job roles in the media industry	● To understand that there are multiple sectors to the media industry ● An awareness of the different types of products used within the industry and an ability to look intrinsically at the products and their purpose. ● An understanding of the varying roles within the industry 　○ The roles and responsibilities of these roles ● It is important to understand that teams play a vital role in the industry	● Before they look at anything within the subject it's important to know about the subjects broader roles and industry standards ● Provides aspiration and a pursuance of the end goal within the subject	● Students will be able to: 　○ The different sectors that form the media industry and how these are evolving 　○ The types of products produced by, and used in, different sectors 　○ That the same product can be used by different sectors 　○ How each role contributes to the creation of media products	Assessments on each topic area
Spr 2	2.4 Research methods, sources and types of data 2.5 Media codes used to convey meaning, create impact and/or engage Audiences	● Being able to conduct primary research methods: focus groups, interviews, online surveys, questionnaires in real life scenarios ● Being able to credibly conduct secondary research sources: books and journals, internet sites/research, ● Students need to understand how documents are used in the media industry and what their purpose is 　Mind map: digital, hand drawn ● Mood board: digital, physical	● In preparation for physical application ● Understanding the importance of planning before conducting a project ● Being able to look analytically at a project and plan effectively	Students will be able to: ● The reasons for, and benefits of, conducting research ● The advantages and disadvantages of primary and secondary research and data ● How research is carried out using different methods and/or sources ● The advantages and disadvantages of each primary research method and secondary research source • The differences between qualitative and quantitative data/information ● The different technical, symbolic and written codes used to convey meaning, create impact and/ or engage audiences • How codes are used to convey meaning, create impact and/or engage audiences	A range of planning material and research tasks

Sum 1	3.4 The legal issues that affect media	• There are a range of legislation linked to the wide use of IT and IT industry • The ethical side of computing needs to be considered • Understanding the difference between an ethical, moral and legal impact of IT • Discussion surrounding ethical issues including environmental issues.	• The global changes seen due to the mining of raw materials for disposable technology means that its prudent to discuss the wider spread impact • A good understanding of legislation can be a preventative measure to laws being broken.	Students will be able to: • The purpose of, and reasons for, each legal consideration • What is required of media producers to comply with each legal consideration • The impact on individuals and media producers of media producers using and publishing inaccurate personal information	QWC Questions

Links to L4L Curriculum and Gatsby Benchmarks:

- L4L Online Safety
- 2 - Learning from career and labor market information
- 5 - Linking curriculum learning to careers
- 5 - Encounters with employers and employees
- 8 - Personal Guidance