

Creative Digital Media Production	
<b>Term 1</b>	<p>Introduction to the course: Introduction to media specific terminology, key theorists and analysis skills.</p> <p>Unit 1: Media Representation Topic A: Media messages</p> <p>Students will explore media representations in context and how media products construct representations. They will investigate a range of products including film, TV, advertising, games, music videos and magazines. Students will explore the representations of genre, ethnicity, age, social groups and places.</p> <p>The main theorists covered in term 1 include:</p> <ul style="list-style-type: none"> <li>• Stuart Hall</li> <li>• Richard Dyer</li> <li>• Laura Mulvey</li> </ul> <p>Unit 13 – Section A: Level design considerations</p> <p>Students will be researching and exploring a large range of video game genre get a clear understanding of their key mechanics, audiences and differences. Student will be learning how to design a level that meets the needs of the client and the audience, which is challenging, fair, rewarding and has clear level progression.</p>

**Term 2****Unit 1: Media Representations Topic B:****Understanding Media messages**

Students will revisit some elements of audience theory and semiotics.

**Unit 1: Media representations: Topic C: Stylistic codes**

Students will cover:

- Camerawork and photography
- Lighting
- Editing
- Sound
- Design

Unit 12/13: Topic A: Students will examine accessibility features and interactive content.

Unit:12/13: Topic B: Students will explore sourcing assets. This will include:

- Creating graphics – vector shapes, bitmap images, buttons, icons.
- Primary sources – writing copy, taking photographs, recording multimedia content.
- Secondary sources – libraries, copyright, clearances.
- Log all assets – name, size, file format, permissions.

**Year 12**

**Term 3**

Unit 4: Pre-production portfolio

Students will study the requirements of planning and delivering a digital media product, carrying out essential pre-production tasks and creating a pre-production portfolio.

This will include:

- Requirements for a specific media production
- The formats for pre-production processes
- The functions of pre-production processes
- The purposes of pre-production documentation
- Procedures to follow
- Pre-production requirements relevant to web production and digital games production

Unit 12/13: Topic C: Students will create a page layout, learn how to insert and position assets, explore all areas of navigation and interactivity.

Students will also have the opportunity to complete testing in different web browsers

They will explore:

- Functionality.
- Page content displays as intended.

**Term 4**

Unit 4: Pre-production portfolio: Requirements for a specific media production

Students will create a portfolio and manage the pre-production for their own creative media production.

- Produce a pre-production portfolio for a creative media production
- Project management

Unit 12/13: Topic A: Students will explore different game genres.

This will include:

- Genres of video games.
- Graphical theme in video games.
- Game genre features.
- Role-playing game (RPG)
  - Strategy
  - Sports
  - Adventure
  - Action
  - Simulation
  - Puzzle
  - Hybrid

Students will investigate gameplay design.

**Term 5**

Unit 1: Media Representations: Topic D: Effects of representations

Students will explore the effects of representation. Each representation carries the values of the producer and shapes the opinions and beliefs of the audience.

Students will cover:

- Positive and negative effects:
  - o copycat behaviour/education and information/socialisation
- Objectification
- Stereotypes and archetypes
- Impact on individuals, groups and society (changes in behaviour, attitudes)
- Reinforcement of an ideology (dominant, counter)
- Challenging dominant ideology

Revision for topic A, B, and C.

Unit 12/13: Topic C: Students will be able to build and check a digital game.