|  |
| --- |
| **Meden School Curriculum Planning** |
| **Subject**  | BTEC Media  | **Year Group**  | 11 | **Sequence No.** | 4 | **Topic** | C2 LB:Understanding pre-production, production and post-production processes  |

|  |  |  |
| --- | --- | --- |
| **Retrieval** | **Core Knowledge** | **Student Thinking** |
| What do teachers need to **retrieve** from students before they start teaching **new content**?  | What **specific ambitious knowledge** do teachers need to teach students in this sequence of learning?  | What real life examples can be applied to this sequence of learning to **develop our students’ thinking, encouraging them to see the inequalities around them** and ‘do something about them!’  |
| Before starting this unit of work, I will retrieve and assess the following:* Level of knowledge and understanding of previous units on media production and experimentation.
* This unit requires students to utilise all their skills and knowledge of media production to re-imagine a pre-existing media product.
* Students’ knowledge of creating flat plans, mock ups, logos, editing images all needs to be used to create a final media product.
 | Core knowledge includes: * Understanding the difference between pre-production, production and post-production processes/practices
* Understanding what different tasks and pieces of work are going to make up the portfolio of evidence
* How to create various planning documents e.g. mood boards, mockup designs, sketches/outlines, article writing, camera angles etc.
* Conducting a student questionnaire
* Collating and analyzing data using Excel
* Identifying and responding to trends in data and modifying production based on student feedback
* Refining the final product and showing stylistic/experimental changes
* Compress and save work as pdf versions ready for printing

Tier 2 vocab: * Plan
* Design
* Stage 1, 2, 3 of production
* Phase
* Draw
* Change
* Parts

Tier 3 vocab:* Design
* Illustrate
* Modify
* Combine
* Elements
* Assets
* Pre-production I.e. Pre-production is the process of planning some of the elements involved in a film, television show, play, or other performance, as distinct from production, and post-production.
* Production I.e. Production is the process of combining various material inputs and immaterial inputs (plans, know-how) in order to make something for consumption (output).
* Post-production I.e. Post-Production is the stage after production when the filming is wrapped and the editing of the visual and audio materials begins.
* Design Brief I.e. A design brief is a project management document outlining the specifics of a design project. There's no standard of what to include, but some common points are the design project overview and scope, timelines, target audience information, and budget.
* Media sector/industry I.e. The media industry can be defined as a varied collection of organizations that share the production, publication and distribution of media texts . Examples of media organizations include: BBC. Disney.
 | Specific learning questions linked to real-life examples include: 1. What is pre-production, production and post-production and how can it be applied to real industry scenarios?
2. What different tasks are classed as pre and postproduction?
3. Why is it important to follow these steps when designing a product? What happens if I don’t follow these steps?
4. What existing media product should I re-imagine for learning aim B?
5. How should I re-imagine/change it? How can I re-imagine it in a more positive way?
6. Who am I re-imagining it for? What kind of audience?
7. What kind of pre-production tasks should I do for the product I am going to re-imagine?
8. How should I conduct a survey with my peers to gain audience feedback on my product intentions?
9. How should I convert my data and analyze it?
10. How do I compress my final production work and save as a Pdf?
 |