

Progression Map: Digital Content for Interactive Media

	Year 12			Independent Study	Year 13		
Units	Term 1.	Term 2.	Term 3.		Term 1.	Term 2.	Term 3.
MES	U1. Media production and Audience(ME)	U6. Social media & Globalisation (ME)	U7. Journalism and the News (POI) U4. Interactive Media (MI)	U3. Production - U20. Advertising Media Pre- production Production Post- production	U15. Create audio -visual promos (OI)	U20. Advertising Media (OI) (Revision)	Finals and Submissions Moderation
TKS	U2. Pre-production (ME)	U3. Production (MI)	U8. Photographing for Digital Media (POI)	U3. Production U10. Create Digital Animation Production Post- production	U10. Create a Digital Animation (POI).	U11. 3D Modelling (POI)	
Assessment Tasks	U1- Exam paper (2 hours) U2- Exams (2 hours)	U3- I 60GLH U6 - Exams (1.5hours) Exams	U4- I: 60 GLH U7- I 60GLH U8- I 60GLH Exams & Resits	U3- I 60GLH U10 - I 60GLH U20 I 60GH	U10. I 60GLH U15- I 60GLH	U11- I 60GLH U20- I 60GLH Resits	

E- External Exam.

Externals 33.33%

I- Internal Assessment .(CAG)

Internals 66.67%

M- Mandatory

PO- Pathway Option

O- Option

Progression Map: Digital Content for Interactive Media

<i>Unit 1</i>	<i>Media Production and Audience</i>	<i>External: 90GLH</i>		
<i>Los</i>	<i>Titles</i>	<i>Tasks</i>	<i>Nesting</i>	<i>Planning Comments</i>
<i>LO1</i>	<i>Understand the ownership models of media institutions</i>	A- Different media industries; ownership structures; Independent companies B- Job roles and production processes	<i>A- Unit 2. LO1/2; unit 3. LO1 B- Unit 2. LO1/2; unit 3. LO1/4</i>	<i>Media Institutions -ownership</i>
<i>LO2</i>	<i>Understand how media products are advertised and distributed</i>	A- Marketing and distribution models; advertising; Distribution B- Technological convergence and synergy	<i>A- Unit 1. LO1; unit 2. LO1/4; unit 3. LO1 B- Unit 1. LO1 unit3. LO1</i>	<i>Advertising & Marketing</i>
<i>LO3</i>	<i>Understand how meaning is created in media products</i>	A- Audio visual analysis B- Print base; audio; Narrative, genre & representation Theory	<i>A- Unit2. LO4; unit 3. LO3/4 B- Unit1. LO1; unit2. LO4; unit3. LO3/4</i>	<i>Media Text: Genre Narrative Representation</i>
<i>LO4</i>	<i>Understand the target audiences of media products</i>	A- Mass V niche; profiles; PAMCo, RAJAR & BARB B- Audience pleasures	<i>A-Unit 2. LO3/4; unit3. LO1/2 B- Unit2. LO4; unit3. LO1/2</i>	<i>Target Audience</i>
<i>LO5</i>	<i>Be able to evaluate research data used by media institutions</i>	A- Research methods; Marvel and Audience feedback B- Market possibilities: Eastenders & E20 C- Infographic	<i>A- Unit2. LO3/4; unit3. LO1 B- Unit2. LO1-4 C- Unit1. LO3/4; unit 2. LO3/4; unit 3. LO1</i>	<i>Media Institutions -research</i>
<i>LO6</i>	<i>Be able to evaluate legal, ethical and regulatory issues associated with media products</i>	A- Media effects; BBFC; Ofcom B- Copyright and how to seek it	<i>A- Unit2. LO1; unit3. LO1-3 B- Unit2. LO1-2/4; unit3. LO1/3</i>	<i>Regulations</i>
Key terms	<i>Cameras work, codes and conventions, commercial objectives, connotations, cross media ownership, demographic profiles, denotations, editing, genre, horizontal integration, independent companies, legal and ethical issues, macro concepts, mass/mainstream audience, media ownership, mise en scene, mode of address, narrative, niche audience, operating models, primary research, private conglomerate structure, production process, psychographics, public service models, quantitative research, qualitative research, representation, secondary research, semiotics, Symbolic codes, socio-economic, sound SWOT analysis, PEST analysis, synergy, target audience, technical codes, technological convergence, vertical integration.</i>			
Misconceptions	<i>Ownership structures Semiotics</i>			

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Unit 2	Pre- production	External: 90GLH		
Los	Titles	Tasks	Nesting	Planning Comments
LO1	<i>Understand the factors that need to be considered during the planning of a media product</i>	A- <i>What do you need for a digital media project?</i> B- <i>Finance – What do I need and how can I get it?</i> C- <i>What are the legal impacts on the project?</i>	A- Unit 1: LO4 B- unit 3: LO2; Unit 20: LO2 C- Unit 1:LO6; Unit 15: LO2; Unit 20 LO2	<i>Resourcing Mise en scene Technical & symbolic codes and conventions</i>
LO2	<i>Be able to interpret client requirements and target audience considerations</i>	A- <i>How can I analyse a client's needs? – SWOT</i> B- <i>How can I analyse a client's needs? – mood board</i> C- <i>How to consider the target audience</i>	A- Unit 1.LO5; unit 3. LO1; unit 4. LO2; unit 10. LO2; unit 11. LO2; unit 15. LO2; unit 20. LO2 B- Unit 1. LO5; unit 3. LO1; unit 4. LO2; unit 10.LO2; unit 11. LO2; unit 15. LO2;unit 20. LO2 C- Unit 20.	<i>Target Audience Representation</i>
LO3	<i>Be able to plan the pre-production of a media product</i>	A- <i>Developing a production schedule</i> B- <i>Managing logistics</i> C- <i>Creating pre-production forms</i>	A- Unit 3. LO1; unit 4. LO2; unit 15. LO2; unit 20. LO2 B- NA C- Unit 3. LO1/LO2; unit 4. LO2; unit 10. LO2; unit15. LO2; unit20. LO2	<i>Pre-production Media Text, Genre, narrative & Representation</i>
LO4	<i>Be able to create and evaluate pre-production documents for a new media product</i>	A- <i>Creating a variety of pre-production documents in relation to different media products – storyboard</i> B- <i>Creating a variety of pre-production documents in relation to different media products – visualisation</i> C- <i>How to evaluate pre-production documents in relation to their effectiveness for media products – student created documents</i>	A- Unit 3. LO1/2; unit 4. LO2; unit 10. LO2; unit 15. LO2; unit 20. LO2 B- Unit 3. LO1/2; unit 4. LO2; unit 10. LO2; unit 11. LO2; unit 15. LO2; unit 20. LO2 C- Unit 3. LO1/2; unit 4. LO2; unit 10. LO2; unit 11. LO2; unit 15. LO2; unit 20. LO2.	<i>pre-production Media text , genre, narrative & representation</i>
Key terms	<i>Advertising , call sheet, contingencies, crowdfunding, ethical issues, geo-demographics, legislation, production schedule, psychographics, proposal, Recce, regulation, revenue, socio-economic</i>			

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Misconceptions	<i>Difference between legislation and regulation Pre-production processes in the incorrect order</i>
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Unit 3	Production	Internal: 60GLH		
Los	Titles	Tasks	Nesting	Planning Comments
LO1	<i>Be able to create a proposal with sample materials for an original media product to a client brief</i>	<i>A- What is a proposal B- Features of a proposal C- Writing a proposal D- Sample materials</i>	<i>A- Unit 1. LO2/3; unit 2. LO3; unit3 LO1 B- Unit 1. LO2/3; Unit2. LO3; unit3. LO1 C- Unit 1. LO2/3; Unit2. LO3; unit3. LO1 D- Unit 1. LO3; Unit2. LO3; unit3. LO1.</i>	<i>Research and planning</i>
LO2	<i>Be able to plan and develop pre-production materials for an original media product to a client brief</i>	<i>A- Scripts B- Writing a script C- Storyboards D- legal and ethical issues</i>	<i>A- Unit1. LO3/4; unit 2. LO1-4 B- Unit 1. LO3; Unit2. LO1-4 C- Unit1. LO3; Unit2. LO1-4 D- Unit1. LO6; Unit2. LO1-4</i>	<i>Advertising & Marketing</i>
LO3	<i>Be able to create production materials for an original media product to a client brief</i>	<i>A- Logging rushes B- Copyright and referencing C- Sourcing a sound effect and photograph</i>	<i>A- Unit1. LO3 B- Unit1. LO1/3; unit 2. LO1 C- Unit1. LO1/3; Unit2. LO1</i>	<i>Regulations</i>
LO4	<i>Be able to carry out post-production techniques and processes for an original media product to a client brief</i>	<i>A- Edit decision list B- File formats and exporting work C- Feedback on drafts D- Sub editing task</i>	<i>A- Unit1. LO3 B- Unit2 LO1-2 C- Unit1. LO3/4; Unit2. LO4 D- Unit2 LO1-4</i>	<i>Post Production</i>
key terms	<i>capturing footage. Sequences, fps, inform, educate, entertain, VFX:(pre-production, post-production), SFX, GFX, shooting script, storyboards, animatics, intonation, moodboards, rushes, shot log, edit decision list, off line dit, version controls, sub editing</i>			
Misconceptions	<i>Pre-sets Frame rates Exporting and file types Setting up a DSLR to film</i>			

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Unit 4	Interactive Media Products	Internal: 60GLH		
Los	Titles	Tasks	Nesting	Planning Comments
LO1	<i>Be able to compare interactive media products</i>	A- Using BBC Bitesize B- Purpose of interactive media products C- Benefits of interactive products used for advertising D- Limitations E- Thinking about copyright of assets in interactive media products F- Controlling interactive media products	A- Unit4. LO2/3 B- Unit4. LO2; unit6. LO1 C- Unit 1. LO2; unit 4. LO2 D- Unit4.LO2 E- Unit1. LO6; Unit2. LO1-2; Unit4.LO2 F- Unit 4. LO3	<i>Media Institutions -ownership Regulations</i>
LO2	<i>Be able to initiate, plan and design a new interactive media product to a client brief</i>	A- Designing an interactive product B- Thinking about navigation of an interactive media product C- Planning a user guide D- Optimisation and repurposing of file type and formats E- Budgeting for the creation of a website or app F- Storyboarding, wireframes and flatplans	A- Unit2. LO2; unit4. LO3 B- Unit 4. LO3 C- Unit4 LO3 D- Unit 3.. LO3; Unit4. LO3 E- Unit2. LO1-2 F- Unit2. LO2; unit3. LO2; unit15. LO2	<i>Pro-production</i>
LO3	<i>Be able to create a planned interactive media product</i>	A- Creating files and folders B- Layout of components C- Version control systems D- Gather and import assets E- Drag-and-drop elements F- Creating forms	A- Unit3. LO3 B- Unit4. LO2-3 C- Unit3. LO3 D- Unit3. LO3 E- Unit10. LO3 F- Unit4. LO2	<i>post- production Editing</i>
LO4	<i>Be able to test the new interactive media product</i>	A- Testing, functionality and accessibility B- Peer assessment C- Complete amendments and improvements D- Testing navigation E- Loading times of content	A- Unit10. LO3 B- Unit3. LO3 C- Unit4. LO3 D- Unit4. LO2 E- Unit4. LO3	<i>TA Post- production</i>
Key terms	<i>Accessibility, comparative operators, functionality, Graphical user Interface (GUI), house style, interactive, MMORPG, multimedia , navigation, plug-in, simulation, timeline, user testing, version control, video on demand, viral.</i>			
Misconceptions	<i>Learning html and css Learners can use templates to aid learning and completion of the unit</i>			

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Unit 6	Social Media and Globalisation	External nal: 60GLH		
Los	Titles	Tasks	Nesting	Planning Comments
LO1	<i>Understand how online and social media products are used</i>	A- Evaluation of social media tools B- Using Vine videos C- Social media, online distribution and the Long Tail theory D- Understanding Wikinomics	A- Unit 1. LO2; unit6. LO4 B- Unit3. LO3; unit6. LO1/4 C- Unit 1. LO2; unit6. LO3 D- Unit1. LO2; unit 6.LO1	<i>Media Institutions -ownership</i>
LO2	<i>Understand the impact of social media and globalisation on media audiences and producers</i>	A- Generation of funding B- Moral panics and social media C- Negative effects of social media D- Cultural impact of Instagram	A- Unit6.LO4 B- Unit6. LO4 C- Unit6. LO4 D- 1. LO2;unit6. LO4	<i>Advertising & Marketing</i>
LO3	<i>Understand how global industries use social media</i>	A- Investigating crowdsourcing B- Investigating Sheffield Soup C- Investigating project management tools D- Memes	A- Unit1.LO2;unit 6. LO1/2 B- Unit6. LO4 C- Unit6 LO4 D- Unit6 LO4	<i>Media Text, Genre & Representation</i>
LO4	<i>Know how to plan and manage a social media campaign</i>	A- Understanding campaign objectives B- Analysing Retweets C- Jobs in social media D- Why social media campaigns fail	A- Unit1. LO2; unit6. LO1 B- Unit6. LO4 C- Unit6 LO3 D- Unit6. LO3	<i>TA Advertising & Marketing</i>
Key terms	<i>Censorship, collaboration, crowdfunding, crowdsourcing,distribution,download,globalisation,global reach, global village, grassroots production, ideology, imperialism, institutions, interactive, long tail, media regulation, meme, moral panic, multimedia, personal, production, professional, production, social media, social media channels,social media sales funnel, social network aggregation, stream, subcultures, trolling, UGC, USP, Utopian, viral marketing, wikinomics.</i>			
Misconceptions	<i>Understanding globalisation Understanding cultural censorship</i>			

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Unit 7	Journalism and the News	Internal: 60GLH		
Los	Titles	Tasks	Nesting	Planning Comments
LO1	<i>Understand the news industry</i>	A- Who provides the news? Ownership of the news B- Citizen journalism and We Media C-Platforms of news distribution by institutions D- Citizen journalism and social media E- News apps	A- Unit1. LO1 B- Unit6. LO1 C- Unit 1. LO2; Unit6. LO1-2 D- Unit6. LO1-4 E- Unit6. LO1-4	Target Audience Media Institutions -ownership
LO2	<i>Know the construction and content of news articles</i>	A- Understanding reportage B-Thinking about general interest stories C-Who, what, where, when, why, how? Restricted and elaborated codes D- Press regulation – IPSO E- Regulating We Media content	A- Unit1. LO3; unit3. LO3 B- Unit1. LO3;unit3. LO3 C- Unit3 LO3; unit7 LO4 D- Unit 1 LO6; unit7. LO4 E- Unit6. LO2-4	Genre Representation Narrative Regulation
LO3	<i>Be able to research and plan content for an article</i>	A- News values in the contemporary age B- Moral panics and the press C- Primary sources of information D- Secondary sources of information E- Interview techniques F- Evaluating sources of information	A- Unit1. LO3 B- Unit1.LO6;Unit6 LO2 C- Unit1. LO5 D- Unit1. LO5 E- Unit3.LO3 F- Unit 1.LO5	Media Text, Genre & Representation
LO4	<i>Be able to write and edit a news article for an identified purpose</i>	A- Mode of address B- Structuring sentences C- Proofreading Sub-editing D- Sourcing images E- Checking copy against the IPSO Editor's Code of Practice	A- NA B- unit7. LO2 C- Unit3. LO3 D- Unit3. LO3; Unit4. LO3 E- Unit1. LO6; unit7. LO2	Research & Editing
Key terms	<i>Bias an media bias, citizen journalism, direct speech, gatekeepers, grassroots media, ideology, IPSO, linguistic conventions, mode of address, moral panics, PCC, Plagiarism, press agency, primary defines, protective coverage, reported speech, secondary defines, We media, wikinomics, Irah video.</i>			
Misconceptions	<i>This unit will focus on print based and web based journalism. However TV broadcast can be discussed and referred to.</i>			

Progression Map: Digital Content for Interactive Media

Unit 8	Photographing for Digital Media	Internal 60GLH		
Los	Titles	Tasks	Nesting	Planning Comments
LO1	<i>Understand professional photographers and their work</i>	A-Explore visual styles B- Uses of photography	A- unit 1. LO3 B- Unit1 LO2	Media Text Codes and Conventions
LO2	<i>Know how to plan a photographic shoot for a client brief</i>	A- Purpose of the photo shoot B- Explore resources used with photo shoots C- Conduct a recce; Conduct a risk assessment D- Investigate legal and ethical issues	A- unit 2 LO1 B- Unit 2 LO3 C- Unit 2LO4 D- Unit1 LO6	Media Text Codes and Conventions
LO3	<i>Be able to take photographic images for a client brief</i>	A- What is composition?	A- Unit 8 LO1	Media Text, Genre & Representation
LO4	<i>Be able to select and edit photographic images for a client brief</i>	A- Organising and rating photographs B- Image editing – cropping; Image editing – enhancements	A- Unit 3 LO3 B- Unit 1 LO2	Post Production
LO5	<i>Be able to export photographic images for a client brief</i>	A- Investigate markets for photographic images B- Identify the requirements of a portfolio to meet a client brief C- Exporting images for print use; Exporting images for media/display use	A- Unit 1 LO2 B- unit 2 LO2 C- Unit 8 LO4	Media Institutions -research
Key terms	<i>Aperture, colour profile, colour temperature, composition, depth of field, Dots per inch (DPI), Exposure Value (EV), focal length, focal points, focus, focus mode, genres, geotagging, image properties, image stabilisation, ISO, monopod, multiple layer image, near field communication, pixel dimensions, shutter speed, vibration reduction, visual style, white balance (WB)</i>			
Misconceptions	<i>No Rules for photography only guidelines; exposure metering and compensation; how to control depth of field; How to select the correct image properties for a specific use; The difference between DPI and PPI; How to control camera shake; When is a photograph fit for purpose?; When and where it is legal to take and use photographs?.</i>			

Progression Map: Digital Content for Interactive Media

Unit 10	Create a Digital Animation	Internal 60GLH		
Los	Titles	Tasks	Nesting	Planning Comments
LO1	<i>Understand the types and uses of animations</i>	A- Techniques of animation B- The nature of digital animations	A- Unit 1LO4 B- unit 1 LO4	Media Text
LO2	<i>Be able to plan an animation to a client brief</i>	A- Hazards and risks B- Equipment and resources for creating an animation C- Planning documents – storyboard and sketching	A- Unit 1 LO6 B- Unit 10 LO1 C- Unit 2 LO1/3	Media Text Pre- production
LO3	<i>Be able to create a planned animation</i>	A- Log/dope sheets B- Testing techniques	A- Unit 2 LO4 B- Unit 4 LO4	Media Text, Genre & Representation Re-production
Key terms	<i>animated movement, anime, backplates, cel animation, chroma key, claymation, colour correction, compression optimisation, digital animation, dollies, log sheet, manga, rotoscoping, rough edit, SWOT analysis, Time code, isualisation, voice artists/voice-over, wild track..</i>			
Misconception	<i>Animations are quick to produce, length of the animation, copyright images used for free.</i>			

Unit 11	3D Modelling	Internal 60 GLH		
Los	Titles	Tasks	Nesting	Planning Comments
LO1	<i>Understand how 3D modelling technologies are used in creating assets for media products</i>	A- Where 3D models are used – research B- Different modelling types – external visits Different modelling types – research	A- Unit 1 LO4; unit 10 LO1 B- Unit10 LO1; unit 10LO1	Media text Research
LO2	<i>Be able to plan 3D modelled characters and a 3D environment for a client brief</i>	A- Investigate the features and styles of different character models and environments B- Planning for the target audience C- Planning for 3D characters D- 3D environment and props	A- Unit2 LO1/3-4 B- Unit2 LO1; unit 11 LO1 C- Unit 2 LO1/3-4 D- Unit2 LO1/3-4	Target Audience Representation
LO3	<i>Be able to create a 3D modelled character and a 3D environment to a client brief</i>	A- Character modelling – rigging and adjustments	Unit 11 LO2	Media Text, Genre & Representation
Key terms	<i>3D character, 3D environment, 3D rendering, abstract, belief curves, bone-driven animation, bum mapping, final render, focal length, lofting, mesh, mood board, moving props, NURBS modelling, polygon modelling, spline modelling, static props, SWOT analysis</i>			
Misconception	<i>Need to be an artist to create great 3D models, including both 3D character and 3D environment in the same animation.</i>			

Progression Map: Digital Content for Interactive Media

Unit 15	Create Audio Visual Promos	Internal 60GL		
Los	Titles	Tasking	Nesting	Planning Comments
LO1	<i>Understand the purpose of audio-visual promos</i>	A- The purpose of audio-visual promos B- Types of audio-visual promo C- Audiences of audio-visual promos D- Identifying audience needs E- Analysing camerawork ;Analysis of editing and post-production techniques	A- Unit3 LO1 B- Unit1 LO3; Unit2 LO4; unit3 LO2 C- Unit1 LO4;Unit2 LO2 D- Unit 1 LO3; Unit2 LO2 E- Unit 1 LO3	Media Text Target Audience Representation Camera techniques Post-production
LO2	<i>Be able to generate ideas for an original audio-visual promo</i>	A- Interpreting a client brief for a promo B- Creating a storyboard for a promo C- Creating a recce in preparation for filming a promo Completing a risk assessment in preparation for filming a promo D- Considering copyright of assets for use in a promo Applying regulatory guidelines when planning a promo	A- Unit2 LO2; unit3 LO2 B- Unit1 LO3; unit 2 LO3 C- Unit2 LO2/4 D- Unit1 LO6; unit 2 LO4	target Audience Pre-production Regulations Advertising & Marketing
LO3	<i>Be able to produce production materials for an original audio-visual promo idea</i>	A- Setting up camera equipment; Setting up lighting equipment B- Recording audio for a promo C- Setting up a project file for a promo D- Logging rushes E- Analysing how the promo uses generic conventions	A- Unit3 LO3 B- Unit1 LO3; unit3 LO3 C- Unit3 LO3 D- Unit3 LO3 E- Unit1 LO3	Media Text, Genre & Representation Technical Codes and Conventions
LO4	<i>Be able to finalise production materials for an original audio-visual promo idea</i>	A- Export rushes for the promo in an appropriate format B- Create an offline edit for the promo C- Gain feedback on the promo D- Applying visual effects to the promo E- Applying transitions to the promo F- Editing recorded audio for the promo	A- Unit 3 LO4 B- Unit3 LO4 C- NA D- Unit3 LO4 E- Unit 3 LO4 F- NA	production
Key terms	<i>Assets, chiaroscuro lighting, codes and conventions, diegetic sound, edit decision list, non-diegetic sound, Recce, time-code, white balance.</i>			
Misconceptions	<i>The proo is not a medium in its own right; The amount of editing and special effects used to create a promo is often underestimated.</i>			

Progression Map: Digital Content for Interactive Media

Unit 20	Advertising Media	internal 60GL		
Los	Titles	Tasks	Nesting	Planning Comments
LO1	Know how existing advertising campaigns embed advertisements across a range of media products	<p>A- Investigating the aims and target audience of advertising campaigns</p> <p>B- Understanding USP and approach</p> <p>C- Investigating representations in cross media advertising campaigns</p> <p>D- Understanding the choice of media and cross media campaigns</p> <p>E- Investigating legal and ethical issues Understanding regulation</p>	<p>A- Unit1 LO1-2/4-5; Unit2 LO2; Unit4 LO1</p> <p>B- Unit1 LO2/5</p> <p>C- Unit1 LO2-3; Unit2 LO2</p> <p>D- Unit1 LO2; Unit4 LO1</p> <p>E- Unit1 LO6; Unit2 LO1; Unit4 LO2</p>	Target Audience Representation Regulations Media Institutions -ownership
LO2	Be able to plan a cross media advertising campaign to a client brief	<p>A- Understanding the requirements of the brief</p> <p>B- Creating a plan for a campaign</p> <p>C- Gaining client and/or audience feedback</p> <p>D- Resolving legal and ethical issues</p> <p>E- Creating pre-production materials: location reccees; Creating pre-production materials: risk assessments</p>	<p>A- Unit1 LO5; Unit2 LO1-4; unit3 LO1-2; Unit4 LO2; Unit10 LO2</p> <p>B- Unit2 LO1; unit3 LO1-2; Unit4 LO2; Unit 8 LO2; Unit10 LO2</p> <p>C- Unit1 LO5; Unit2 LO4; unit3 LO4</p> <p>D- Unit1 LO6; Unit2 LO1/4; unit8 LO2</p> <p>E- Unit2 LO1/4; unit3 LO2; unit8 LO2</p>	Target Audience Regulations Advertising & Marketing
LO3	Be able to produce the planned media components	<p>A- Setting up equipment</p> <p>B- Following production processes for audio-visual products</p> <p>C- Following production processes for audio products</p> <p>D- Following production processes for print-based and interactive products</p> <p>E- Following post-production processes and gaining feedback</p> <p>F- Evaluating technical and aesthetic properties</p>	<p>A- Unit2 LO1/4; unit3 LO3; unit8 LO2</p> <p>B- Unit1 LO1/3; unit2 LO4; unit3 LO3; Unit4 LO2; unit 10 LO3</p> <p>C- Unit1 LO1/3; Unit2 LO4; unit3 LO3; Unit4 LO2; Unit10 LO3</p> <p>D- Unit1 LO1//3; Unit2 LO4; unit3 LO3; Unit4 LO2; unit8 LO3; unit10 LO3</p> <p>E- Unit1 LO3; Unit2 LO4; unit3 LO4; Unit4 LO2; unit8 LO4-5</p> <p>F- Unit2 LO4; unit3 LO4; Unit4 LO4</p>	Media Text, Genre & Representation Technical codes and conventions
Key terms	Call to action, campaign logistics, celebrity endorsement, response mechanism, scheduling, unique selling proposition/point.			
Misconceptions	What is. Cross Edina campaign?; Sourcing assets legally			