

CDM Year 12	320 / 1.1, 1.2, 1.3 - GRAPHICS	322 / 1.1, 1.2 - FILM	322 / 1.2, 1.3 - FILM 301 / 1.1, 1.2 - PRODUCT	301 / 1.3, 1.4 - PRODUCT	334 / 1.3, 1.4 - PHOTOGRAPHY (GROUP PROJECT)	334 / 1.3, 1.4 - PHOTOGRAPHY (GROUP PROJECT)	313 / 1/1
	Semiotics, colour theory, branding, photoshop, illustrator, creating designs for target audience, formats, destinations, evaluating, producing a learning action plan.	Semiotics in film, analysing film and audio visual products, purpose in film, mise en scene, formats, destinations, production, roles and careers.	lighting, using equipment, editing on premiere & post production, evaluating, producing a learning action plan. Idea Generation, Similar product examples, Sample Materials Typography Recap	Business Planning Business Plan (including the following) Product vision, Market Research, Target Market/Customer Base, Business Model, Market Strategy	Apply knowledge and understanding of digital photography and its applications within the digital media sector to create a digital image portfolio for a specified digital media destination	Develop and present the portfolio in a format suitable for the defined destination; evaluate strengths and areas for development regarding the portfolio's success and personal growth. Prepare class epub	Analyse the key concepts, tools and processes in web design, interactivity and website construction in relation to a range of digital media audiences and destinations
CDM Year 13	313 / 1.2, 1.3 - WEB DESIGN	335 / 1.1, 1.2, 1.3 - CAREERS	304 / 1.1, 1.2 - PITCHING	304 / 1.3 , 1.4, 1.5 - PITCHING	304 / 1.1, 1.2, 1.3 - PUBLISHING	304 / 1.3, 1.2, 1.4- PUBLISHING	
	Creating a website using wix, website testing, preparing and organising files, adding animations, evaluating, producing a learning action plan.	Analysing and evaluating current skills and knowledge, researching roles, apprenticeships, university, applications, sourcing jobs, creating a CV and cover letter.	Define the purpose and context of the pitch, identifying desired outcomes; prepare effectively for the pitch, focusing on the product or service idea and personal readiness. Working to a live brief.	Deliver a pitch to an investor, using appropriate knowledge and skills; respond to investor questions, evaluate the pitch's success and preparation, identifying strengths and areas for improvement.	Analyse current concepts used in creating and publishing digital content in relation to their effectiveness for different audiences and destinations; create a portfolio of digital content that responds to a specified content strategy brief.	Publish the content in an appropriate format to meet the requirements of the brief; evaluate the content's effectiveness in terms of its relevance to the brief and audience response, identifying strengths and areas for improvement.	