Foxford Learning Plan

YEAR 10/11

Topic: Component 3: Create a Media Product in Response to a Brief

Aut. 11.1 to Summer 11.1

Key Vocabulary

Target audience	Textural and content analysis
Range of products, e.g. audio/ moving image, print interactive	Content, e.g. structure/ breakdown
Style & design, e.g. mise en scene	A House style
Thumbnails and sketches	Page mock ups
Time management	Copyright, clearances and permission

Over the course of the topic, I will be able to: -

Key Skills	A1: Understand how to develop ideas in response to a brief: Responding to a brief
	A2: Understand how to develop ideas in response to a brief: Generating ideas
	B1: Develop planning materials in response to a brief: planning materials
	B2: Develop planning materials in response to a brief: managing the production
	C1: Apply media production skills & techniques to the creation of a media product: Monitor and review the outcomes of the production process.
	C2: Apply media production skills & techniques to the creation of a media product: production skills & techniques
	C3: Apply media production skills & techniques to the creation of a media product: combining and refining content





I will Understand

1. How to develop practical media production skills specialising in one of three media sectors; audio/ moving image OR print OR interactive media
2. How to interpret a client's needs and engage in the process of ideas generation, selecting and refining your ideas.
3. How to undertake pre-production planning to demonstrate to the client how your ideas will be implemented within a planned media product.
4. How to make necessary amendments and improvements to your proposed product as you enter the production stage.
5. How to learn and apply practical skills through experimenting reflecting and refining