

<h1>Year 11</h1> <h2>Creative Media</h2>			
1. Pre-Production and Production of the digital moving image	<ul style="list-style-type: none"> Produce planning, which is appropriate for their moving image product and that enables production to proceed without anything being left to chance. Demonstrate adequate personal management skills. Undertake a shoot for a moving image production and will produce footage which is appropriate in conveying meaning through camerawork. 	<ul style="list-style-type: none"> Produce detailed planning for their moving image product which enables production to proceed with relative efficiency. Demonstrate effective personal management skills Undertake a shoot for a moving image production and will produce footage which is effective in conveying meaning through camerawork and mise en scène. 	<ul style="list-style-type: none"> Produce comprehensive (exhaustive) planning for their moving image product in the form of a highly organised planning portfolio. Demonstrate confident personal management skills. Undertake a shoot for a moving image production and will produce creative footage, which conveys meaning through camerawork and mise en scène with some flair.
2. Post Production and Review of the digital moving image	<ul style="list-style-type: none"> Explain how their moving image production has fulfilled the brief and met its purpose. Explain generally why the production worked well and where there are areas for improvement. The explanations will be linear and quite functional in tone. 	<ul style="list-style-type: none"> Analyse how their moving image production has fulfilled the brief and met its purpose. Analyse why the production worked well, they will also be able to pinpoint areas for improvement and will analyse the extent to which the brief and purpose have been met. When analysing strengths they may be able to make detailed comments on specific technical elements. 	<ul style="list-style-type: none"> Analyse and evaluate the choices made during their moving image production and how those choices have enabled the fulfilment of the brief and purpose. Pinpoint crucial parts of the decision-making process which led to success. Learners will be able to reflect on areas for improvement and contextualise decisions in terms of the tension between creative intent and the logistics of production.
3. Researching digital audio production	<ul style="list-style-type: none"> Describe, but without reference to specific examples of how audio is used in each of two sectors of the industries. Descriptions will be basic and in each case identify an audio product. 	<ul style="list-style-type: none"> Explain with some relevant examples of how audio is used in each of two sectors of the media industries. Explanations will not be detailed but examples which are present will be appropriate. 	<ul style="list-style-type: none"> Analyse, with relevant examples, how audio is used in each of two sectors of the media industries. The analysis will be detailed and the examples will be thoroughly explored.
4. Understanding audio technical elements	<ul style="list-style-type: none"> Describe some of the characteristic differences between interior and exterior locations when recording audio for media products. Descriptions will be brief. Describe the basic types of microphones used for recording speech in interior and exterior locations Describe the different techniques and procedures required for recording audio, including how to set up and make basic checks on audio recording equipment, conduct a basic level check and prepare for production. 	<ul style="list-style-type: none"> Explain the characteristic differences between interior and exterior locations when recording audio for media products. Explanations will be more detailed and include examples. Explain the different types of microphones, their construction and the specific characteristics which make them suitable for recording in interior and exterior locations. Explain the different techniques and procedures, including details of how to set up and check audio recording equipment prior to recording, and the manner in which to conduct level checks and other preparations for recording audio. 	<ul style="list-style-type: none"> Analysis of the characteristic differences between interior and exterior locations when recording audio for media products. The analysis will include a detailed exploration and recommendations of how to record in different acoustic situations, avoiding adverse effects. Provide a detailed comparison of the construction and characteristics of the different types of microphones illustrating their comparative study with detailed diagrams to further emphasise comparative points. Evaluate the importance of the different techniques and procedures prior to recording of audio. Explain clearly why each technique and procedure is carried out, with close reference to examples.
5. Produce and review digital audio for media productions	<ul style="list-style-type: none"> Use adequate equipment to make two recordings in different acoustic environments. Listen to the finished products and explain how their recording meets the requirements of the brief with respect to technical quality, clarity and original intentions and purpose of the brief. Observations will be brief and will not explain strengths in any great depth. The audio product is adequate in terms of its purpose. 	<ul style="list-style-type: none"> Selected and used appropriate equipment and made all preparations for producing two audio products in different acoustic environments. The audio products are effective in terms of their purpose. Listen to the finished products and analyse the technical quality, clarity and content of their recording, giving an analysis of the way in which it meets the specification of the original brief and purpose. 	<ul style="list-style-type: none"> Selected appropriate equipment and made all preparations for producing three creative audio products, where at least one is in an exterior acoustic environment. The audio products quality will be such that the recordings are clear in all three, able to be fully understood and recorded at an appropriate level, with no unwanted background noise or other distortion of the recording. Listen and evaluate the finished products and justify the decisions taken in relation to the technical quality, clarity and content of their recording, and the way in which it meets the specification of the original brief and purpose.