## **Curriculum PLCs**

Title: Video Games

By the end of this unit, I will know:

Learners will develop knowledge and understanding of key aspects of media **industries**, including ownership, funding, regulation, production, distribution and technology. In addition, learners will consider relevant aspects of media **audiences**, such as targeting and categorisation, consumption and use, and theoretical perspectives on audiences.

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|--|---|---|---|---|---|
| Understand why Fortnite is an example of the               |   |   |   |   |   |
| contemporary video games industry                          |   |   |   |   |   |
| Be able to use the website homepage and two other          |   |   |   |   |   |
| pages to explain how technological changes are affecting   |   |   |   |   |   |
| the video games industry                                   |   |   |   |   |   |
| Be able to use the website homepage and two other          |   |   |   |   |   |
| pages to explain who the target audience is for Fortnite   |   |   |   |   |   |
| and how they are targeted                                  |   |   |   |   |   |
| Know who regulates the video game industry and how         |   |   |   |   |   |
| Understand the key industry issues for Fortnite, as a case |   |   |   |   |   |
| study for the video games industry                         |   |   |   |   |   |

Key Vocabulary I should use in this unit of work:

Banner
Hyperlink
Toolbar
Sidebar
Thumbnail
Streaming
Social media
Franchise
Target audience
Ownership
Funding
Regulation
Distribution
Convergence

Uses and gratifications