



Key Stage 4 Curriculum Information

Creative Media Production: Subject Overview

Qualification	BTEC Creative Media Production
Exam Board	Pearson
Course Leader	tanya.tipping@bulwellacademy.org.uk
Course summary	<p>Year 10: Students will develop your understanding of how media products are created for specific audiences and purposes in each of these sectors: audio/moving image, print and interactive media. Students will explore the relationship between genre, narrative and representation in media products, and develop their understanding of how they are interpreted by audiences. Students will learn how media production techniques are used to create different effects to communicate meaning to audiences.</p>
	<p>Year 11: Students will respond to a client brief and create a product in one of the following media sectors: audio/moving image, print or interactive. Students will interpret the client's needs and engage in the process of ideas generation, selecting and refining their ideas until they are satisfied that they have an idea that meets the requirements of the brief.</p>
What will students learn?	<p>Year 10: You will learn about: Component 1 – Exploring Media Products Component 2 – Developing Digital Media Production Skills</p>
	<p>Year 11: You will learn about: Component 3 - Create a Media Product in Response to a Brief</p>
How will students be assessed?	<p>Year 10: Component 1 – assignment, internally set and marked by school staff, with a selection moderated by the exam board Component 2 – assignment, internally set and marked by school staff, with a selection moderated by the exam board</p>
	<p>Year 11: Component 3 – externally set exam</p>
What skills will I need?	<ul style="list-style-type: none"> • Motivated to learn a new subject • Creativity with ideas and ICT skills • Awareness of cultural differences • Analytical skills • Problem solving skills • Communication with a variety of clients



Year 10 Creative Media Production Curriculum

	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Topic	Investigating media products	Investigating media products	Explore how media products are created to provide meaning and engage audiences	Completion of Component One Assessment	Develop and apply media pre-production processes, skills and techniques	Develop and apply media production and postproduction processes, skills and techniques to create a media product
Knowledge Covered	<ul style="list-style-type: none"> Media products, audiences and purpose Researching media products and practice Media research techniques Contemporary (post-2000) and historical (pre-2000) media products 	<ul style="list-style-type: none"> Context of production Audience interpretation 	<ul style="list-style-type: none"> Genre, narrative and representation Representation of people, places, issues and events Media production techniques including audio, moving image, print and interactive media 	<ul style="list-style-type: none"> Task 1 - Learners will use research techniques to select examples of media products from each sector that have approached a theme in different ways. Task 2 - based on the research relating to the theme, learners will explore how different media products use genre, narrative, representation and media production techniques to communicate meaning to audiences. 	<ul style="list-style-type: none"> Media pre-production processes and practices Media pre-production skills and techniques 	<ul style="list-style-type: none"> Media production and post-production processes and practices Media production skills and techniques Media post-production skills and techniques Review of progress and development
Online Resources	Seneca GCSEPod BBC Bitesize			Seneca GCSEPod BBC Bitesize		



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Year 11 Creative Media Production Curriculum

	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1 & 2
Topic	Completion of Component Two Assessment	Understand how to develop ideas in response to a brief	Develop planning materials in response to a brief	Apply media production skills and techniques to the creation of a media product	Completion of Component Three Assessment
Knowledge Covered	<ul style="list-style-type: none"> Task 1 - learners will use media pre-production processes and practices to generate ideas and create pre-production materials. Task 2 - learners will use media production and post-production processes and practices to develop, review and refine a media product in response to the brief. 	<ul style="list-style-type: none"> Responding to a brief Generating ideas 	<ul style="list-style-type: none"> Planning materials Managing the production process 	<ul style="list-style-type: none"> Monitor and review the outcomes of the production process Production skills and techniques Combining and refining content Testing and exporting for distribution Technical records 	Assessment Objectives: <ul style="list-style-type: none"> AO1 Understand how to develop ideas in response to a brief AO2 Develop planning materials in response to a brief AO3 Apply media production skills and techniques to the creation of a media product AO4 Create and refine a media product to meet the requirements of a brief
Online Resources	Seneca GCSEPod BBC Bitesize			Seneca GCSEPod BBC Bitesize	