


Department	ICT	
Key Stage	KEY STAGE 4	
Course Level	BTEC Tech Award Level 1/2 in Creative Media Production	
Exam Board	PEARSON	

Dates Delivered	Unit Title	End Points	Substantive Knowledge What will they learn about in this topic?	Disciplinary Knowledge What subject concepts will be developed through this topic?	Assessment Method	Key Course Guides & Reading
Year 10 Autumn Term	Component 2: Developing digital media production skills	<p>Students will develop practical media production skills and techniques.</p> <p>Students will have the opportunity to specialise in one of the following media sectors: audio/moving image, print or interactive media.</p> <p>Students will apply these skills and techniques to relevant pre-production, production and post-production processes when developing a media product.</p>	<p>Develop Creative techniques</p> <p>Developing ideas</p> <p>Media pre-production skills and techniques</p> <p>Production and post-production processes and practices</p> <p>Skills for the interactive sector relevant to the production</p> <p>Skills for the interactive sector relevant to the production</p>	<p>Brainstorming, mind-mapping, visualisation</p> <p>Narratives and storylines, visual appearance</p> <ul style="list-style-type: none"> <li>• Sketches</li> <li>• Storyboards</li> <li>• Structure charts</li> <li>• Preparing assets</li> <li>• Managing assets</li> <li>• Experimenting with different techniques</li> <li>• Creating vector graphics</li> <li>• Creating 2d assets</li> <li>• Taking photographs</li> <li>• Image editing &amp; manipulation</li> <li>• Using web design software</li> <li>• Creating digital publications</li> <li>• Designing user interfaces</li> </ul>	<p>3 CATs across the course of this unit during delivery</p> <p>Forms 30% of the overall mark for this course.</p>	<p>BBC bitesize guide <a href="https://www.bbc.co.uk/bitesize/subjects/ztnyvk7">https://www.bbc.co.uk/bitesize/subjects/ztnyvk7</a></p> <p>Teach-ICT <a href="http://www.teach-ict.com">www.teach-ict.com</a></p> <p>How technology works <a href="http://www.howstuffworks.com">www.howstuffworks.com</a></p> <p>Source to create plans and products <a href="http://www.readwritetink.org">www.readwritetink.org</a></p>

			Review of progress and development	<ul style="list-style-type: none"> <li>• Reviewing content</li> <li>• Testing and reviewing practical outcomes</li> <li>• On-going review used to inform decisions and refine work</li> </ul>		
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Year 10 Spring & Summer Term	Component 1: Exploring media products	<p>Students will develop their understanding of how media products are created for specific audiences and purposes in each of these sectors: audio/moving image, print and interactive media.</p> <p>Students will explore the relationship between genre, narrative and representation in media products, and develop their understanding of how they are interpreted by audiences.</p> <p>Students will learn how media production techniques are</p>	<p>Investigate media products from 3 media sectors. Cover the following aspects:</p> <ul style="list-style-type: none"> <li>• Media Products</li> <li>• Audiences</li> <li>• Purpose</li> </ul>	<p>Researching media products</p> <p>Contemporary (post-2000) and historical (pre-2000) media products.</p> <p>Context of production:</p> <ul style="list-style-type: none"> <li>• media producer</li> <li>• motivations of the media producer</li> </ul> <p>Audience interpretation:</p> <ul style="list-style-type: none"> <li>• defining primary and secondary audiences</li> <li>• situation</li> <li>• audience involvement/responses/involvement/uses &amp; gratification</li> </ul>	<p>2 CATs across the course of this unit during delivery</p> <p>Forms 30% of the overall mark for this course.</p>	<p>BBC bitesize guide <a href="https://www.bbc.co.uk/bitesize/subjects/ztnvgk7">https://www.bbc.co.uk/bitesize/subjects/ztnvgk7</a></p> <p>Teach-ICT <a href="http://www.teach-ict.com">www.teach-ict.com</a></p> <p>How technology works <a href="http://www.howstuffworks.com">www.howstuffworks.com</a></p> <p>Source to create plans and products <a href="http://www.readwritethink.org">www.readwritethink.org</a></p>

		used to create different effects to communicate meaning to audiences.	Explore how media products are created to provide meaning and engage audiences: <ul style="list-style-type: none"> <li>• Genre</li> <li>• Narrative</li> <li>• Representation</li> <li>• Media Production Techniques</li> </ul>	Genre characteristics How genres change over time Storytelling narrative/structure Point of View (e.g. Third person...) Characterisation/themes/setting Representation of people, places, issues and events Interactive media products <ul style="list-style-type: none"> <li>• interactive features</li> <li>• user interface</li> <li>• usability/playability</li> <li>• Environments</li> <li>• sound design</li> </ul>		
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Year 11 Autumn & Spring Terms	Component 3: Create a media product in response to a brief	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	Develop Creative techniques  Developing ideas  Media pre-production skills and techniques	Brainstorming, mind-mapping, visualisation  Narratives and storylines, visual appearance <ul style="list-style-type: none"> <li>• Sketches</li> <li>• Storyboards</li> </ul> Structure charts	No CATs across the course of this unit during delivery as this is an Externally marked Set Brief.	BBC bitesize guide <a href="https://www.bbc.co.uk/bitesize/subjects/ztnygk7">https://www.bbc.co.uk/bitesize/subjects/ztnygk7</a>  Teach-ICT

		<p>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> <p>Throughout the preproduction process, students will need to monitor and review the effectiveness of their planning and intended outcome to ensure that their planned media product is fit for audience and purpose. Through this process students will create a suitable digital media product in response to the brief.</p>	<p>Production and post-production processes and practices</p>	<ul style="list-style-type: none"> <li>• Preparing assets</li> <li>• Managing assets</li> <li>• Experimenting with different techniques</li> </ul>	<p>Forms 40% of the overall mark for this course.</p> <p><a href="http://www.teach-ict.com">www.teach-ict.com</a></p> <p>How technology works</p> <p><a href="http://www.howstuffworks.com">www.howstuffworks.com</a></p> <p>Source to create plans and products</p> <p><a href="http://www.readwritetink.org">www.readwritetink.org</a></p>
<p>Skills for the interactive sector relevant to the production</p>	<ul style="list-style-type: none"> <li>• Creating vector graphics</li> <li>• Creating 2d assets</li> <li>• Taking photographs</li> <li>• Image editing &amp; manipulation</li> </ul>				
<p>Post-production skills and techniques</p>	<ul style="list-style-type: none"> <li>• Using web design software</li> <li>• Creating digital publications</li> <li>• Designing user interfaces</li> <li>• Add Interactivity features <ul style="list-style-type: none"> <li>○ Triggers</li> <li>○ Buttons</li> <li>○ Actions</li> </ul> </li> </ul>				