



Why is the study of Creative Media Production important?

The Pearson BTEC Level 1/Level 2 Tech Award in Creative Media Production allows you to acquire technical knowledge and technical skills through vocational contexts by investigating, exploring and creating media products. The qualification will also broaden your experience and understanding of the varied progression options available to them.

What skills will the study of Creative Media Production teach you?

The qualification gives you the opportunity to develop sector-specific knowledge and skills in a practical learning environment.

The four main areas of focus are;

- Developing key skills in creative media production such as investigating and developing ideas through pre-production, production and post-production of media products
- Understanding the process that underpins effective ways of working in creative media production, such as responding to briefs and feedback, planning and generating ideas
- Demonstrating attitudes that are considered most important in creative media production, including personal management and communication
- Building knowledge that underpins effective use of skills, process and attitudes in the sector such as production processes and techniques.

What will you know and understand from your study of Creative Media Production?

The three components in the qualification give you the opportunity to develop broad knowledge and understanding of the media sector and relevant skills such as research, planning, problem solving and communication. Components 1 and 2 have been designed to give you experience of working in the media sector through realistic tasks and activities. You focus on developing an understanding of a range of different types of media products. This could include; Audio/moving image products, e.g. TV programmes, films, music videos, animations, TV and radio advertisements; Publishing products, e.g. newspapers, magazines, comics, brochures, advertisements; Interactive media products, e.g. websites, mobile apps, e-magazines, mobile games, video games, online games, advertisements. You will also develop production processes and techniques, develop and apply skills such as research skills and stylistic and technical skills, plus develop your own reflective practice by responding to feedback and identifying areas for improvement. Component 3: Create a Media Product requires you to apply your production skills to the creation of a media product in response to a brief.

How can you deepen your understanding of Creative Media Production?

You are encouraged to explore and develop an understanding of a range of media texts throughout your study of the course which could include;

- Research specific genres through watching and examining films, TV shows, music videos etc
- Develop and understanding of published and interactive products by researching magazines, newspapers, computer games, social media etc
- Develop production skills through experimentation of camera use, for example; shots, movement, effects and editing packages.

Camera Shots and angles

<https://www.youtube.com/watch?v=7y0ouVBcogU>

Genre

<https://www.youtube.com/watch?v=hbJrqZaB4ol>

Semiotics

https://www.youtube.com/watch?v=SlpOaY-_HMK

How are you assessed in Creative Media Production?

There are 6 assessment points each year that we term Praising Stars©. We assess how students at their current stage of study are on track to reach their end of stage targets which are formulated on aspirational expectation from their KS2 starting points. We make an informed prediction from our holistic assessments based on our subject mapping of expectation across the Creative Media Production curriculum.

Coursework Requirements

Component 1 - Exploring Media Products - Internal 30%

Component 2 - Developing Digital Media Production Skills - Internal - 30%

Component 3 - Create a Media Product in Response to a Brief - External 40%

Key Assessment Objectives

Component 3 Assessment objectives

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

Coursework Requirements

- Media buyer
- Media planner
- Media researcher
- Music producer
- Public relations officer
- Runner, broadcasting/film/video
- Social media manager
- Television/film/video producer
- Web content manager
- Digital marketer
- Broadcast journalist
- Editorial assistant
- Event manager
- Film director
- Magazine journalist
- Market researcher
- Marketing executive
- Media researcher
- Photographer

Pearson BTEC Level 1/Level 2 Tech Award in Creative Media Production Course Overview		
Term	Year 1	Year 2
Autumn 1	Introduction to media skills including: Media Language Genre Semiotics Production techniques Analysis skills	Students will work collaboratively or independently to create their media product. They will complete part of their assessment to include; Learning aims; <ul style="list-style-type: none"> • A Develop media production skills and techniques • B Apply media production skills and techniques • C Review own progress and development of skills and practices.
Autumn 2	Component 1 Exploring Media products - knowledge and understanding. Students will be taught to analyse a range of media products, past and present, across different platforms such as audio/moving image, published and interactive media	Component 3 Practice Students will be taught the skills required to respond to a brief. This will include; <ul style="list-style-type: none"> • Researching specific content • Exploring Target audience • Creative ways to understand and meet the requirements of the brief Students will complete a mock assessment for this component.
Spring 1	Component 1 Exploring Media products - Students will analyse 3 specific past and present media products. For example; DVD cover - The Exorcist/Own selection TV advert- Guinness White horses/Own selection Video Games - Super Mario/Own Selection Students will complete assessment of Learning Aim A of Component 1	The exam board will release the Component 3 brief. Students research and develop ideas for their media product, showing development of production skills. This could include; <ul style="list-style-type: none"> • Moodboards • Research projects • Exploring and examining existing media products that fit the brief • Experimenting with ideas using photoshop.
Spring 2	Learning aim B: Explore how media products are created to provide meaning and engage audiences; Genre, narrative, representation and audience interpretation Students will develop an understanding of <ul style="list-style-type: none"> • Specific genres, • Narrative theories, • Representation of people and places • Mise en scene • Application of production Techniques 	Students will continue to research and will begin their Component 3 assessments. They are assessed on the following objectives; 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.
Summer 1	Learning aim B: Explore how media products are created to provide meaning and engage audiences Students will analyse a range of Sci-films for example; Star wars Avatar Gravity Own Selection Students will complete their assessment for Learning aim B	Students will complete their assessments for component 2 and 3.
Summer 2	Learners will participate in workshops and classes to develop media production skills and techniques appropriate to the moving image. Students will work collaboratively or alone to begin to 'Re-imagine' an existing media product such as a Children's story for a modern, young audience. They will develop skills in; <ul style="list-style-type: none"> • developing narratives, storylines and synopsis, • exploring film treatment and dialogue • Creating sound scripts, screenplays, storyboards, shot lists 	Research of sector specific jobs Students will use their time to research and produce information, for use in our Careers Library, about the different career pathways and job roles within the media sector.

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Term	Overview
Autumn 1	<p>Introduction to media skills including: Media Language, Genre, Semiotics, Production techniques, Analysis skills.</p> <p>Component 1 Exploring Media products - Students will analyse 3 specific past and present media products. For example; DVD cover - The Exorcist TV advert - Guinness White horses Video Games - Super Mario</p> <p>Students will complete assessment of Learning Aim A of Component 1</p> <p>Learning aim B: Explore how media products are created to provide meaning and engage audiences. Students will analyse a range of Sci-films for example; Star wars, Avatar, Gravity</p> <p>Students will complete their assessment for Learning aim B</p>
Autumn 2	<p>Learners will participate in workshops and classes to develop media production skills and techniques appropriate to the moving image.</p> <p>Students will work collaboratively or alone to begin to 'Re-imagine' an existing unhealthy food brand as a healthy brand, aimed at young people.</p> <p>They will develop skills in;</p> <ul style="list-style-type: none"> • Understanding and developing brand identity • Developing ideas for slogans, logos, mascots, campaign themes • Using photoshop to create an advertising campaign • Reviewing own practice and skills <p>Students will start their assessment for this component</p>
Spring 1	<p>The exam board will release the Component 3 brief.</p> <p>Students research and develop ideas for their media product, showing development of production skills. This could include;</p> <ul style="list-style-type: none"> • Moodboards • Research projects • Exploring and examining existing media products that fit the brief • Experimenting with ideas using photoshop.
Spring 2	<p>Students will continue to research and will begin their Component 3 assessments. They are assessed on the following objectives;</p> <p>AO1 Understand how to develop ideas in response to a brief</p> <p>AO2 Develop planning materials in response to a brief</p> <p>AO3 Apply media production skills and techniques to the creation of a media product</p> <p>AO4 Create and refine a media product to meet the requirements of a brief.</p>
Summer 1	<p>Students will complete their assessments for component 2 and 3.</p>