



SUBJECT & QUALIFICATION: CREATIVE MEDIA PRODUCTION

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=hbjrqZaB4oI>

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.

Key Assessment Objectives

The key learning objectives for Creative Media Production are:

Component 1

A Investigate media products

B Explore how media products are created to provide meaning and engage audiences.

Component 2

A Develop and apply media pre-production processes, skills and techniques



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B Develop and apply media production and post-production processes, skills and techniques to create a media product.

Component 3

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

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%

How can Creative Media Production support your future?

Study of the qualification as part of Key Stage 4 learning will help learners to make more informed choices for further learning, either generally or in this sector. The choices that learners can make post-16 will depend on their overall level of attainment and their performance in the qualification. Learners who generally achieve at Level 2 across their Key Stage 4 learning might consider progression to: A Levels as preparation for entry to higher education in a range of subjects Pearson BTEC Level 1/Level 2 Tech Award in Creative Media Production, study of a vocational qualification at Level 3, such as a BTEC National in Media which prepares learners to enter employment or apprenticeships, or to move on to higher education by studying a degree in the media sector. Learners who generally achieve at Level 1 across their Key Stage 4 learning might consider progression to study at Level 2 post-16 in a range of routes designed to lead to work, employment, apprenticeships or further study at Level 3.

Study of Creative Media Production can lead to a wide range of careers:

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- Media buyer
- Media planner



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- 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

Creative Media Production Course Overview		
Term	Year 1	Year 2
Autumn 1	<p>Component 1b Exploring media products. How does Genre, Narrative and Representation create meaning</p> <ul style="list-style-type: none"> • Genre Codes and Conventions • Signs, semiotics, colour, symbolism • Narrative - storytelling and characterisation in fiction • Camera shots, angles and movement including practical experimentation • Mise-en scene - creating meaning in various genres 	<p>Mock Component 2a and 2b</p> <p>October release of PSA.</p> <p>Assessment window for component 1</p>
Autumn 2	<p>Component 1b Exploring media products. How does Genre, Narrative and Representation create meaning</p> <ul style="list-style-type: none"> • Representation within media products including gender, age, ethnicity • Deconstructing media products - Stranger Things opening scenes 	<p>Assessment window for component 2</p> <p>Deadline for completion December Year 2</p> <p>Component 3 Responding to a brief. Range of workshop activities to include -</p> <ul style="list-style-type: none"> • Understanding the client and their needs



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		<ul style="list-style-type: none"> • Target audience • Developing ideas logs • Page layout and design • Developing editing skills in photoshop • Creating planning and presenting materials
Spring 1	<p>Component 1a - Exploring Media Products - Relationship between media products, their audiences and purpose</p> <ul style="list-style-type: none"> • Introduction to range of media products Contemporary and historical • Primary and Secondary Research • Media Producers and ethos • Audience interpretation, theory <p>February release of PSA.</p> <p>Assessment window for component 1</p>	<p>Component 3 Responding to a brief. Range of workshop activities to include -</p> <ul style="list-style-type: none"> • Cameras shots and angles to create meaning • Image manipulation • Reviewing own practices <p>February release date for component 3 brief.</p> <p>Independent work focusing on requirements of the brief</p>
Spring 2	Assessment window for component 1	<p>Independent work focusing on requirements of the brief</p> <p>Task 1 - Ideas log</p> <p>Task 2 - Planning material</p> <p>Task 3 - Creating a final media product with review</p> <p>Deadline for all component 3 work May Year 2</p>
Summer 1	<p>Deadline for completion April Year 1</p> <p>Component 2a Media pre-production processes and practices</p> <p>Developing media skills and techniques such as -</p> <ul style="list-style-type: none"> • Mind Mapping, sketches, photography experimentation, Target setting • Developing portfolios and presenting ideas • Thumbnails and page mock ups • Production schedules, responding to feedback, use of technical equipment 	<p>Independent work focusing on requirements of the brief</p> <p>Task 1 - Ideas log</p> <p>Task 2 - Planning material</p> <p>Task 3 - Creating a final media product with review</p> <p>Deadline for all component 3 work May Year 2</p>



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	<p>Workshop of skills in publishing to include -</p> <ul style="list-style-type: none">• Writing copy• Language devices• Composition of photographs• Typography• Photoshop to edit photographs	
Summer 2	<p>Component 2b Media production and post-production processes and practices Developing media skills and techniques such as -</p> <ul style="list-style-type: none">• Managing assets• Selecting and preparing images• Creating mock ups• Creating page layouts - eg margins, rulers, columns.• Design Principles to include - colour, hierarchy, print conventions	