

Key Stage 4 - BTEC Creative Media Production Year 9-10 Curriculum Plan

Cross-Curriculum Links: English History Sociology ICT Business

		Topic	Key Skills/Objectives	Assessment point	Big Questions	Key Terminology + Resources
Autumn HALFTERM 1	4 weeks	Component 1: Exploring Media Products Mediums: Newspapers/Magazines/Comic Books	Learners will develop their understanding of how media products create meaning for their audiences. Learners will examine existing products and explore media production techniques. Explore and understand key terms, ideas and concepts within Media Studies. Understand how to analyse media texts using appropriate key terms and vocabulary. Focus on Newspaper, magazine and comic book conventions. Analysis of newspapers as a whole and of front covers with focus on the current issues and affairs seen both in print and online. To be able to compare media texts, exploring how these texts appeal or target specific audiences. Exploration of the representations and ideologies behind news and news stories. Exploration of the Newspaper Industry using The Sun as a case study. Media Texts: The Guardian, The Sun Media Texts: Sun, Telegraph, Guardian, Financial Times, Observer/GQ, Pride, Glamour, Women's Health, Men's Health/Superman, Batman, Spider-Man, Fantastic Four, Wonder Woman, TMNT, Scott Pilgrim, Dragonaball	In-depth consideration of media products in relation to the brief, making effective links between products, purpose and audience interpretation, showing thorough understanding In-depth account of how media products use genre, narrative and representations showing thorough understanding, supported by relevant examples. In-depth account of how media products use media production techniques showing thorough understanding, supported by relevant examples. Thorough understanding of how media products create meaning and engage audiences making effective links between the combined use of genre, narrative, representation and media production techniques, informed by in-depth analysis of relevant examples. Confident application of effective media research techniques used to identify and select focused and relevant material from a variety of primary and secondary sources. Interim Assessment: Design/create a mock-up magazine front cover with annotations. Final Assessment: Unseen analysis of print media text. Interim Assessment: How is Gender represented in the Glamour magazine cover? Final Assessment: Comparative task: Representations of men in GQ with...	Analyse the relationships between media products, their purpose and specific audiences, using considered examples across all three media sectors. Analyse the relationship between genre, narrative, representation and how production techniques are used to effectively create meaning and engage selected audiences, with reference to considered examples of media products. Exactly what is Media Studies? What is the Theoretical Framework? What are the codes and conventions and purpose of the magazine format?	Denote Connote Mise-en-scene Codes and Conventions Media Language Audience Industry Representation Genre Narrative Semiotics Character Types Stereotype Layout Coverlines Masthead Strapline Puff Main Image Representation Ethnicity Gender Masculinity Femininity Metrosexual Spornosexual Resources: Teams, Study Guide, StudioBinder.com

Autumn HALF TERM 1	2 weeks	Component 2: Developing Digital Media Production Skills	Learners will develop skills and techniques in media production processes by reworking media products from one, or all, of the following sectors: audio/moving image, publishing, interactive design. Exploration of the marketing techniques used within the Advertising media industry and understand how they are used to influence consumers/audience. Comparison of media print products from contemporary and historical sources. Media Texts: Spider-Man Poster, Star Wars Poster, Aliens, Man with The Golden Gun poster, Spectre poster, Jaguar ad, Philadelphia ad, Nike Londoner ad.	Effective application of skills and techniques used to produce accurate and detailed preproduction material showing thorough understanding of preproduction processes and practices. Thorough engagement with production processes and practices and accomplished application of skills and techniques to create effective content for a media product. Thorough engagement with post-production processes and practices and accomplished application of post-production skills and techniques to effectively edit and combine content for a media product. Produce an effective media product that is cohesive throughout and thoroughly addresses the purpose outlined in the brief. In-depth use of review, making relevant links between the impact of decisions in the development process and outcomes, used effectively to refine work. Interim Assessment: Analysis of historical print text – Poster or Magazine ad Final Assessment: Explore how the advert creates meaning through Images, Language and Layout and Design.	Demonstrate comprehensive development of media production skills and techniques through creative experimental practical work. Demonstrate imaginative application of pre-production, production and post-production skills and techniques when reworking aspects of an existing media product, leading to creative outcomes. Analyse own development and application of skills and techniques, using considered examples to identify strengths and set targets for improvement. What defines an Audience? How does print advertising convey messages?	1970s context 1950s Context Demographics Psychographics Context Intertextuality Headline Anchorage Body Language Iconography Representation Visual Codes Resources: Teams, Study Guide, StudioBinder, MediaInsider, MrBsMediaMarvels
Autumn HALF TERM 2	4 weeks	Component 1: Exploring Media Products	Learners will develop their understanding of how media products create meaning for their audiences. Learners will examine existing products and explore media production techniques. Explore the representations of Gender and ethnicity exploring Stereotypes. Understanding of the codes and conventions used within magazines how they are used to convey ideologies.	Interim Assessment: Written analysis of newspaper front page Final Assessment: Compare the ways in which the Sun and the Guardian appeal to their target audiences.	Analyse the relationships between media products, their purpose and specific audiences, using considered examples across all three media sectors. Analyse the relationship between genre, narrative, representation and how production techniques are used to effectively create meaning and engage selected audiences, with reference to considered examples of media products. What is the purpose of news telling?	Values & Ideology Left / Right Politics Tabloid Broadsheet IPSO Banner Main Image Layout Copy Bias Visual persuasive techniques Linguistic persuasive techniques Image to Text ratio Resources: Teams, Study Guide, StudioBinder, MediaInsider, MrBsMediaMarvels

					What draws people to a specific newspaper? What is the technological future of print-based news telling?	
Autumn HALF TERM 2	3 weeks	Component 2: Developing Digital Media Production Skills	Learners will develop skills and techniques in media production processes by reworking media products from one, or all, of the following sectors: audio/moving image, publishing, interactive design.		Demonstrate comprehensive development of media production skills and techniques through creative experimental practical work. Demonstrate imaginative application of pre-production, production and post-production skills and techniques when reworking aspects of an existing media product, leading to creative outcomes. Analyse own development and application of skills and techniques, using considered examples to identify strengths and set targets for improvement.	Resources: Teams, Study Guide, StudioBinder, MediaInsider, MrBsMediaMarvels
Spring HALF TERM 3		Component 1: Exploring Media Products	Learners will develop their understanding of how media products create meaning for their audiences. Learners will examine existing products and explore media production techniques.		Analyse the relationships between media products, their purpose and specific audiences, using considered examples across all three media sectors. Analyse the relationship between genre, narrative, representation and how production techniques are used to effectively create meaning and engage selected audiences, with reference to considered examples of media products.	Resources: Teams, Study Guide, StudioBinder, MediaInsider, MrBsMediaMarvels
Spring HALF TERM 3		Component 2: Developing Digital Media Production Skills	Learners will develop skills and techniques in media production processes by reworking media products from one, or all, of the following sectors: audio/moving image, publishing, interactive design.		Demonstrate comprehensive development of media production skills and techniques through creative experimental practical work.	Resources: Teams, Study Guide, StudioBinder, MediaInsider, MrBsMediaMarvels

					Demonstrate imaginative application of pre-production, production and post-production skills and techniques when reworking aspects of an existing media product, leading to creative outcomes. Analyse own development and application of skills and techniques, using considered examples to identify strengths and set targets for improvement.	
Spring HALF TERM 4		Component 1: Exploring Media Products	Learners will develop their understanding of how media products create meaning for their audiences. Learners will examine existing products and explore media production techniques.		Analyse the relationships between media products, their purpose and specific audiences, using considered examples across all three media sectors. Analyse the relationship between genre, narrative, representation and how production techniques are used to effectively create meaning and engage selected audiences, with reference to considered examples of media products.	Resources: Teams, Study Guide, StudioBinder, MediaInsider, MrBsMediaMarvels
Spring HALF TERM 4		Component 2: Developing Digital Media Production Skills	Learners will develop skills and techniques in media production processes by reworking media products from one, or all, of the following sectors: audio/moving image, publishing, interactive design.		Demonstrate comprehensive development of media production skills and techniques through creative experimental practical work. Demonstrate imaginative application of pre-production, production and post-production skills and techniques when reworking aspects of an existing media product, leading to creative outcomes. Analyse own development and application of skills and techniques, using considered examples to identify	Resources: Teams, Study Guide, StudioBinder, MediaInsider, MrBsMediaMarvels

					strengths and set targets for improvement.	
Spring HALF TERM 4	3 weeks	Film Industry	Analysis of the Film Industry and exploration of the representations and ideologies behind the film Spectre and its marketing techniques. Look at production, marketing and distribution and be able to make judgements as to how the franchise appeals to its Target Audiences. Media Texts: Spectre poster and Spectre website.	Interim Assessment: Written analysis of Spectre Poster. Final Assessment: Answer an exam standard question which examines the ways in which Spectre has been successfully marketed, promoted and distributed globally. How has it reached its target audience?	How are films Distributed and Marketed?	Regulation
	4 weeks	Radio	Exploration into radio looking at the evolution of radio over time and how it may incorporate the internet and online media. The use of scheduling and licensing by the industry. Exploration of audience responses referencing Used and Gratifications Theory and Fandom. Media Texts: The Archers – Two specific archived episodes.	Interim Assessment: Written analysis of the context of The Archers. Final Assessment: Stepped questions on The Archers.	What makes a successful Franchise? Film funding & Conglomerates What are the Codes & Conventions of the radio platform? How has Radio changed over time? Who listens to radio? What keeps people listening to Radio?	BBFC Franchise Conglomerate Production Distribution Representation of Gender Iconography Target Audience Analogue Digital Serialisation Scheduling Stripping Uses and Gratifications Theory Audio Codes PSB Public Funding Commercial Funding BBC

Summer HALF TERM 5	4 weeks	Component 1: Exploring Media Products Video Games	Learners will develop their understanding of how media products create meaning for their audiences. Learners will examine existing products and explore media production techniques. Exploration of the growth of the video game industry and the growth of audiences. Understanding of the classification and rating system and looking at how it is used. Analysis of audiences, with focus on active and passive and how video games could influence audiences. Media Texts: Fortnite	Interim Assessment: Written analysis of the Audience of Fortnite. Final Assessment: Stepped questions on the Video game Industry with a focus on Fortnite.	Analyse the relationships between media products, their purpose and specific audiences, using considered examples across all three media sectors. Analyse the relationship between genre, narrative, representation and how production techniques are used to effectively create meaning and engage selected audiences, with reference to considered examples of media products. What is Regulation? How does the video game industry make its money? What is a Global Audience?	Franchise Regulation PEGI Gamer Demographics Gamer Psychographics Streaming VIME Resources: Teams, Study Guide, StudioBinder, MediaInsider, MrBsMediaMarvels
Summer HALF TERM 5		Component 2: Developing Digital Media Production Skills	Learners will develop skills and techniques in media production processes by reworking media products from one, or all, of the following sectors: audio/moving image, publishing, interactive design.		Demonstrate comprehensive development of media production skills and techniques through creative experimental practical work. Demonstrate imaginative application of pre-production, production and post-production skills and techniques when reworking aspects of an existing media product, leading to creative outcomes. Analyse own development and application of skills and techniques, using considered examples to identify strengths and set targets for improvement.	Resources: Teams, Study Guide, StudioBinder, MediaInsider, MrBsMediaMarvels

Summer HALF TERM 6	3 weeks	Component 1: Exploring Media Products	Learners will develop their understanding of how media products create meaning for their audiences. Learners will examine existing products and explore media production techniques.	Final Assessment: Mock exam on Component 1 content.	Analyse the relationships between media products, their purpose and specific audiences, using considered examples across all three media sectors.	All previous terminology.
	4 weeks	Year 1 Revision Component 3 NEA	Revision of 12 Component 1 close study products. Media Texts: This Girl Can, Quality Street, GQ, Pride, The Sun, The Guardian, Spectre poster, Spectre website, The Archers and Fortnite. Pre-Production Planning phase for the creation of original media products based on a set brief that need to meet the specific needs of the product and target the audience detailed. Market Research is carried out to identify and evaluate a specific Target Audience. NEA Briefs to be released by Exam Board March/April of each year.	Interim Assessment: Research deadline has been met and a body of work is created. Achievable Production Schedule for the capture of images and sound over the summer break is drawn up. Draft version of the Statement of Aims project proposal is submitted.	Analyse the relationship between genre, narrative, representation and how production techniques are used to effectively create meaning and engage selected audiences, with reference to considered examples of media products. What are effective revision techniques? How can I answer the 5, 12, and 25 mark exam questions effectively and successfully? How can I employ my analytical skills to create original media products? How do I identify the needs of my Target Audience? How can I create suitable products for a specific Target Audience?	Brief Genre Production Process Audience Profiling Industry Standard Style Modelling Deadlines Workflow Time Management Resources: Teams, Study Guide, StudioBinder, MediaInsider, MrBsMediaMarvels

Summer HALFTERM 6		Component 2: Developing Digital Media Production Skills	Learners will develop skills and techniques in media production processes by reworking media products from one, or all, of the following sectors: audio/moving image, publishing, interactive design.		Demonstrate comprehensive development of media production skills and techniques through creative experimental practical work. Demonstrate imaginative application of pre-production, production and post-production skills and techniques when reworking aspects of an existing media product, leading to creative outcomes. Analyse own development and application of skills and techniques, using considered examples to identify strengths and set targets for improvement.	
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BTEC Pearson Creative Media Production Year 10 Curriculum Plan

		Topic	Key Skills/Objectives	Assessment point	Big Questions	Key Terminology
Autumn HALF TERM 1	6 weeks	Component 1: Exploring Media Products NEA Component 3	Learners will develop their understanding of how media products create meaning for their audiences. Learners will examine existing products and explore media production techniques.	Interim Assessment: Draft versions of the first product are submitted for feedback. Final version of the Statement of Aims project proposal is submitted. Final Assessment:	Analyse the relationships between media products, their purpose and specific audiences, using considered examples across all three media sectors. Analyse the	Brief Genre Production Process Industry Standard Style Modelling Deadlines Workflow Time Management

			Production phase for the digital realisation of original media products based on a set brief that need to meet the specific needs of the product and target the audience detailed. Photographic skills and image manipulation software skills are developed.	The first Production deadline is met. The film Poster is created and finalised. Exploring Media Product Research essay	relationship between genre, narrative, representation and how production techniques are used to effectively create meaning and engage selected audiences, with reference to considered examples of media products. How do I ensure my production is fit for purpose? Am I on track with my project management?	
Autumn HALF TERM 1	3 weeks	Component 2: Developing Digital Media Production Skills	Learners will develop skills and techniques in media production processes by reworking media products from one, or all, of the following sectors: audio/moving image, publishing, interactive design.	Final Assessment: The second Production deadline is met. The film Poster is created and finalised. Exploring Media Products 1: A Essay Submission Interim Assessment: stepped questions and 5, 12, 15 responses on a selection of texts.	Demonstrate comprehensive development of media production skills and techniques through creative experimental practical work. Demonstrate imaginative application of pre-production, production and post-production skills and techniques when reworking aspects of an existing media product, leading to creative outcomes. Analyse own development and application of skills and techniques, using considered examples to identify strengths and set targets for improvement. How can I up-level my productions?	Brief Genre Production Process Industry Standard Style Modelling Deadlines Workflow Time Management
	3 weeks	NEA Component 3	Second element of the NEA unit is to be designed and completed – DVD Cover.			
		Revision	Revision of all key terms, concepts and texts in from Component 1. Revision of Exam skills and how to respond to practice exam questions covered. Media Texts: This Girl Can, Quality Street, GQ, Pride, The Sun, The Guardian, Spectre poster, Spectre website, The Archers and Fortnite.			
Autumn HALF TERM 2	6 weeks	Component 1: Exploring Media Products Television	Learners will develop their understanding of how media products create meaning for their audiences. Learners will examine existing products and explore media production techniques.	Interim Assessment: Essay to compare the Gender representations in Historical and Contemporary Crime Drama.	Analyse the relationships between media products, their purpose and specific audiences, using considered examples across all three media sectors.	1970s Context 2010s Context Genre Target Audience Narrative Propp's Characters

			Analysis of codes and conventions, character types and mis-en-scene within the programmes. Understanding of the effects on audiences and why audiences may choose to watch this genre. Media Texts: Lord of the Rings Indiana Jones and Star Wars. Revision of all 4 key concepts, ideas, theories and Component 1 and 2 texts studied over the 2 years in preparation for the Final External Exams	Explore how Media Products are created to provide meaning 1:A Essay Submission Final Assessment: Stepped questions and 5, 12, 15 responses on Luther and The Sweeney.	Analyse the relationship between genre, narrative, representation and how production techniques are used to effectively create meaning and engage selected audiences, with reference to considered examples of media products. What social function does Crime Drama have? Why is Crime Drama popular?	Representation Ethnicity Gender Watershed Mis-en-scene Diegetic Sound Non-Diegetic Sound
Spring HALF TERM 3	6 weeks	Component 2: Developing Digital Media Production Skills Music Videos NEA Component 3	Learners will develop skills and techniques in media production processes by reworking media products from one, or all, of the following sectors: audio/moving image, publishing, interactive design. Analysis of music videos on the representations seen within contemporary and historical music videos and how artists may use this AV platform to promote and market themselves. Exploration of the use of online media to help create artists as a brand. Media Texts: Katy Perry – ‘Roar’ video and website, Pharrell Williams – ‘Freedom’ video and website AJ Tracey & Dave – ‘Thiago Silva’ and Duran Duran – ‘Rio’ video.	Interim Assessment: Media Language Textual analysis of the music videos Roar and Freedom. Final Assessment: Essay question: How far do you agree that music videos reinforce gender stereotypes?	Demonstrate comprehensive development of media production skills and techniques through creative experimental practical work. Demonstrate imaginative application of pre-production, production and post-production skills and techniques when reworking aspects of an existing media product, leading to creative outcomes. Analyse own development and application of skills and techniques, using considered examples to identify strengths and set targets for improvement. What is the purpose of a music video? How does a website enhance an artist’s brand?	Lyrical Analysis Narrative Video Concept Video Performance Video Visual codes Audio codes AV Editing Techniques Match on Image Match on Action Synchronisation Gender Propp’s Characters Male Gaze

Spring HALF TERM 4	3 weeks	Component 3: Create a Media Product in Response to a Brief	Learners will apply and develop their planning and production skills and techniques to create a media product in response to a client brief.	Component 1: Exploring Media Products Component 2: Developing Digital Media Production Skills	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 Create and refine a media product to meet the requirements of a brief	
	3 weeks	Mock Revision	Revision of all key terms, concepts and texts in preparation for the Component 2 mock exam. Develop exam skills and how to recognise and respond to the questions also covered. Media Texts: All previous Component 2 media texts: Luther, The Sweeney, Roar, Freedom and Rio. Building upon the Mock 1 and 2 results – focusing on areas of weakness.	Interim Assessment: Walk throughs and in-class question practice. Final Assessment: Internal Component 2 Mock exams.	What are effective revision techniques? How can I answer the 5, 12, and 25 mark exam questions effectively and successfully?	
Summer HALF TERM 5	6 weeks	Component 3: Create a Media Product in Response to a Brief Exam Revision	Learners will apply and develop their planning and production skills and techniques to create a media product in response to a client brief.	Component 1: Exploring Media Products Component 2: Developing Digital Media Production Skills Final Assessment: Students will sit the Eduqas external exams in June. Component 1 and Component 2.	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 Create and refine a media product to meet the requirements of a brief How can I up-level the standard of my mock exam responses?	All the above Media Terminology.
Summer HALFTERM 6		Component 2: Developing Digital Media Production Skills	Learners will apply and develop their planning and production skills and techniques to create a media product in response to a client brief.	Component 1: Exploring Media Products Component 2: Developing Digital Media Production Skills	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 Create and refine a media product to meet the requirements of a brief	