

Pearson BTEC in Creative Media Production Curriculum Intent

What the curriculum is designed to do

The qualification gives students the opportunity to acquire technical knowledge and technical skills through vocational contexts by applying the learned knowledge and processes related to investigating, exploring, and creating media products as part of their ongoing learning experience.

How we deliver the curriculum

In years 10 and 11 students are given the opportunity to continue their studies in Creative Media. They will build upon their previous learning experiences and study the BTEC in Creative Media Production for a minimum of 5 hours every two weeks. A breakdown of the units studied in years 10 and 11 is given below.

Exploring Media Products

- Investigate Media Products
 - Media Products, Audiences and Purpose
- Explore how media products are created to provide meaning and engage audiences
 - Genre, Narrative, Representation, and Audience Interpretation
 - Media Production Techniques

Developing Digital Media Production Skills

- Develop media production skills and techniques
 - Practical skills and techniques
- Apply media production skills and techniques
 - Pre-production processes and practices
 - Production processes and practices
 - Post-production processes and practices
- Review own progress and development of skills and practices.
 - Review of progress and development

Create a Media Product in Response to a Brief

- Develop ideas in response to a brief
 - Responding to a brief
 - Generating ideas
- Develop planning materials in response to a brief
 - Planning materials
 - Managing the production process
- Apply media production skills and techniques to the creation of a media product
 - Monitor and review the outcomes of the production process
 - Production skills and techniques
 - Combining and refining content

How we assess students

Component	Description of assessment	When does the assessment take place?
Component 01 -Exploring Media Products	Non-exam internal assessment set by Pearson. 10-hours to complete assignment.	Year 10, February - July Complete Pearson Set assignment
Component 02 - Developing Digital Media Production Skills	Non-exam internal assessment set by Pearson. 10 hours to complete assignment.	Year 10, September – January Complete Pearson Set assignment
Component 03 - Create a Media Product in Response to a Brief	9-hour exam, externally assessed by Pearson	Year 11, February – March

How it benefits students learning and personal development

The qualification recognises the value of learning skills, knowledge, and vocational attributes to complement GCSE qualifications, such as Design and Technology, Art and Design, and Computer Science, by broadening the application of 'design and make' tasks, working with a media brief, and understanding and engaging different audiences through making compelling media products. The qualification gives students routes into higher education and ultimately to employment in the media sector.