

SKILLS TAUGHT IN BTEC CREATIVE MEDIA PRODUCTION

Through coursework assessments students will learn how to develop media production skills and techniques. Students will understand practical skills and techniques relevant to the publishing media sector.

Component 1 Aim B - Explore how media products are created to provide meaning and engage audiences and B1: Genre, narrative, representation and audience interpretation
Students understand how individuals in the digital sector plan solutions and communicate meaning and intention.

Component 2 – Learning Aim A
Students develop media production skills and techniques. Students understand practical skills and techniques relevant to the publishing media sector.

Component 3 External Assessment
Students will understand how to develop ideas in response to a brief applying taught skills and content to a brief issued by the exam board

Final Exam

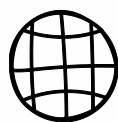
Y10



Autumn Term

BTEC Component 1 Aim A: Investigate media products, audiences and purpose
Students will understand Audio/ moving image media products:
TV programmes, films, music videos, animations, TV and radio advertisements, radio broadcasts, podcasts

Spring Term



Summer Term

Students continue with the contents from Spring

Y11



Autumn Term

Component 2 – Learning Aim B
Students apply media production skills and techniques. Students develop their understanding of post-production processes and practices within the publishing media sector.
Component 2 – Learning Aim C
Students review their own progress and development of skills and practices

Spring Term

Summer Term

KS5

Studying BTEC Creative Media Production can lead you to a wide variety of courses at KS5. A Level or BTECs in the following: Graphic Design, Media studies, Film Studies, Art, Design and Communication, Information Technology to name a few.

Skills Development:

- Media products audio/moving image products
- Publishing products
- Interactive media
- Typography
- Photographic and image editing techniques
- Use of sound
- The concept of an audience, studying: - gender - age - socio-economic groupings - lifestyle profiles - primary & secondary target audience

