

BTEC Media Curriculum Year 11

Year 10		HT1	HT2	HT3	HT4	HT5	HT6
subject	Topic	Component 1 LAA & LAB Preparation & assignment completion LAA - Media Products LAB - Exploring how media products are created		Component 3 Preparation – Create a Media Product in Response to a Brief	Component 3 completion of PSA – Create a Media Product in Response to a Brief		Course completed
	Why this and why now?	LAA - Building on the practical aspects of media products from component 2 pupils research a range of past and present media products, such as podcasts, magazines and mobile apps, learners will examine how media products engage audiences for a given purpose. Learners will develop their understanding of the relationship between media products, their audiences and purposes through analysis, discussion, note taking and lectures. Assignment brief completion. Pupils are required to create a portfolio of evidence based on their previous preparation		To allow learners to experience a real externally examined assignment. The results will be analysed and areas for improvement can be identified and addressed ready for when they will take the assignment.	Final component externally assessed		
		Building on the knowledge learnt from Learning aim A pupils now explore how media products from one of the following media sectors: audio/moving image, publishing and interactive, are created to generate meaning for their audiences. Learners will consider how each product has been constructed for a specific audience and how the audience may respond to the product. Learners should consider the content of the narrative, the generic influences and how they fit with the codes and conventions typically found within that genre and the representations present in the product and how different audiences may interpret the product.					

		Pupils are required to complete an authorised assignment brief by Selecting media products from one of the three sectors: audio/moving image, publishing and interactive and analyse: how genre, narrative and representation combine to create meaning for the audience. How the audience may respond to each product. Deconstruct the same media products in order to develop an understanding of how media techniques combine to create meaning.			
	What is the essential knowledge that needs to be remembered?	<p>Learners Understand how media products are created and edited for different purposes and audiences. for three categories:</p> <ul style="list-style-type: none"> • Audio moving image • Publishing • Interactive <p>Learners will examine examples of different products in order to develop their understanding of the audience and purpose. Using examples of media products from the three sectors, learners will define their primary and secondary audiences and consider the interrelationship between product, purpose and audience.</p> <p>Learners demonstrate knowledge of: Genre, Narrative representation and Media product techniques.</p>	Learners will know how to apply and develop their planning and production skills and techniques to create a media product in response to a client brief		

		<p>Planning skills relevant to the media sector, such as: publishing, e.g. mood boards, house style, thumbnails, sketches, flat plans, design comps (comprehensive layout), mock-ups.</p> <p>Skills and techniques for creating content relevant to the media sector, such as: publishing, e.g. writing and editing copy, taking photographs, cropping, scaling, and resizing images, image manipulation techniques, creating</p> <p>Skills and techniques for combining, shaping and refining content relevant to the media sector, such as: publishing, e.g. page layout and design – typography, use of colour, paragraph and character styles, text wrap, columns, creating a visual hierarchy, using white space</p>		
	<p>What is the assessment intent and how will you assess?</p>	<p>To assess progress against specified criteria of Learning aim A. & B Completed assignment LAA & LAB</p> <p>Evidence must fully meet the requirements of the assessment criteria and could include a written report, a blog or a PowerPoint® presentation (including speaker notes)</p>	<p>Evidence must fully meet the requirements of the assessment criteria. Learners will provide a portfolio of evidence of their analysis of media products and experimentation with production techniques, which should include: • teacher observations • recordings or photographs of workshops • a report, a blog or a PowerPoint presentation (including speaker notes)</p> <p>Only the practice task will be internally assessed as the PSA for Component 3 is externally assessed</p>	
	<p>How does it cover the NC</p>	<p>Covers BTEC levels 1/2 creative media production Assessment Objectives: for Component 1 - Learning aims A & B</p>	<p>Covers BTEC levels 1/2 creative media production Assessment Objectives:</p> <p>AO1 AO2 AO3 AO4</p>	