

Time	Autumn Term		Spring Term		Summer Term	
	HT1	HT2	HT3	HT4	HT5	HT6
Unit	BTEC Creative Media Intro		Component 1: Exploring Media Products		Component 2: Developing Digital Media Production Skills	
Focus	Genres & Styles + Production		Genres & Styles		Production	
Spec. Ref	Component 1 2 & 3 Prep	A Investigate media products B Explore how media products are created to provide meaning and engage audiences.		B1 Media production and post-production processes and practices B2 Media production skills and techniques B3 Media post-production skills and techniques B4 Review of progress and development		
Content	Introduction term to course content and skills. Students will learn to analyse and create media across audio, video, print, and digital formats. They'll develop skills in concept planning, camera operation, editing, and post-production. Emphasis will be on tailoring content to audiences, understanding industry roles, and adhering to ethical standards. Key skills include critical analysis, technical proficiency, and creative problem-solving.	HT2 - Teaching and Learning of component content and skills HT3/4 - Assessment Period (PSA) Students will explore media products across audio, video, print, and interactive formats, focusing on how they connect with audiences and serve various purposes. They'll learn about genre, narrative, and representation in media, examining how these elements shape meaning and impact viewers. The course covers production techniques, including camerawork, sound design, editing, and interactive features. Students will also develop research skills using primary and secondary sources, understand the context of media production, and analyze audience interpretation. Emphasis is placed on creating meaningful content, mastering production techniques, and understanding the ethical considerations in media.		Preparation for Component 2 - skill development Learners will develop skills in media pre-production, including idea generation, research, and creating materials like storyboards and scripts. They'll apply these skills to their chosen media sector—audio/moving image, print, or interactive media. In production and post-production, learners will gain practical experience in techniques such as camera work, sound recording, editing, and graphic design. They'll also understand workflow, asset management, and content refinement. Progress will be reviewed and refined through ongoing evaluation, ensuring that media products meet their objectives and engage their intended audiences.		
Vocabulary	Media Forms: Audio, video, print, digital. Pre-Production: Planning, scriptwriting. Production: Camera, lighting, editing. Post-Production: Editing, effects. Audiences: Demographics, tailoring. Industry: Careers, sectors. Regulation: Copyright, privacy. Concepts: Stages, audience. Skills: Production tools. Planning: Concept. Ethics: Legal issues.	Media Products: Audio, video, print, interactive Audience: Demographics, engagement, interpretation Purpose: Content aims, goals Genre: Types of media genres Narrative: Storytelling, narrative structures Representation: Depiction of people, places, issues Production Techniques: Camerawork, sound design, editing, layout, interactive features Research Techniques: Primary sources, secondary sources, textual analysis Context of Production: Media producers, production motivations, context Audience Interpretation: Primary and secondary audiences, audience responses Ethics: Copyright, privacy, intellectual property		Pre-production: Idea generation, research, storyboards, scripts, planning. Production: Camera work, sound recording, editing, graphic design. Post-production: Editing, effects, enhancement, asset management. Media Forms: Audio, moving image, print, interactive. Workflow: Production process, asset preparation, digital distribution. Review: Evaluation, progress, refinement. Techniques: Camera techniques, lighting, audio recording, motion graphics. Materials: Storyboards, scripts, mood boards, wireframes. Audience: Engagement, tailoring content. Skills: Practical skills, development, application.		
Assessment	TEC Tech Award in Music Practice, students are assessed in line with the Learning Aims/Assessment Criteria for BTEC . Students will receive continual support and assessment throughout the course in line with BTEC guidance. Students will be internally assessed on their Unit 1 Tasks (outlined in Assignment Briefs) - Brief set in Jan and Due in May for external moderation					

Time	Autumn Term		Spring Term		Summer Term	
	HT1	HT2	HT3	HT4	HT5	HT6
Unit	Component 2: Developing Digital Media Production Skills		Component 3: Create A Media Product In Response To A Brief			Exam Study Leave
Focus	Production		Genres & Styles + Production			
Spec. Ref	B1 Media production and post-production processes and practices B2 Media production skills and techniques B3 Media post-production skills and techniques B4 Review of progress and development		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			
Content	Assessment Period (PSA) Students will explore media products across audio, video, print, and interactive formats, focusing on how they connect with audiences and serve various purposes. They'll learn about genre, narrative, and representation in media, examining how these elements shape meaning and impact viewers. The course covers production techniques, including camerawork, sound design, editing, and interactive features. Students will also develop research skills using primary and secondary sources, understand the context of media production, and analyze audience interpretation. Emphasis is placed on creating meaningful content, mastering production techniques, and understanding the ethical considerations in media.		Assessment Period (PSA) Learners will grasp how to respond to client briefs by identifying requirements, defining target audiences, and researching relevant sectors. They will develop and refine creative ideas, create detailed planning materials such as storyboards and scripts, and apply production skills in camera operation, editing, and design. Emphasis will be on reviewing and refining the media product, testing its functionality, and exporting it for distribution. Technical records documenting the production process will also be required.			
Vocabulary	Media Products: Audio, video, print, interactive Audience: Demographics, engagement, interpretation Purpose: Content aims, goals Genre: Types of media genres Narrative: Storytelling, narrative structures Representation: Depiction of people, places, issues Production Techniques: Camerawork, sound design, editing, layout, interactive features Research Techniques: Primary sources, secondary sources, textual analysis Context of Production: Media producers, production motivations, context Audience Interpretation: Primary and secondary audiences, audience responses Ethics: Copyright, privacy, intellectual property		Media Products: Audio, video, print, interactive Audience: Demographics, engagement, interpretation Purpose: Content aims, goals Genre: Types of media genres Narrative: Storytelling, narrative structures Representation: Depiction of people, places, issues Production Techniques: Camerawork, sound design, editing, layout, interactive features Research Techniques: Primary sources, secondary sources, textual analysis Context of Production: Media producers, production motivations, context Audience Interpretation: Primary and secondary audiences, audience responses Ethics: Copyright, privacy, intellectual property Pre-production: Idea generation, research, storyboards, scripts, planning. Production: Camera work, sound recording, editing, graphic design. Post-production: Editing, effects, enhancement, asset management. Media Forms: Audio, moving image, print, interactive. Workflow: Production process, asset preparation, digital distribution. Review: Evaluation, progress, refinement. Techniques: Camera techniques, lighting, audio recording, motion graphics. Materials: Storyboards, scripts, mood boards, wireframes. Audience: Engagement, tailoring content. Skills: Practical skills, development, application.			
Assessment	TEC Tech Award in Music Practice, students are assessed in line with the Learning Aims/Assessment Criteria for BTEC . Students will receive continual support and assessment throughout the course in line with BTEC guidance. Students will be internally assessed on their Unit 1 Tasks (outlined in Assignment Briefs) - Brief set in Jan and Due in May for external moderation					