

Creative Industries Faculty

Creative Media Production

Our **intent**

Our vision is to provide students with a comprehensive understanding of the media production sector, empowering them to create engaging digital media content. Our course offers progression routes into the media industry, while also nurturing transferable skills that can be applied across various fields.

By offering a stimulating and supportive learning environment, we strive to inspire students to explore their creativity, develop their technical abilities, and gain insights into the media industry, ultimately preparing them for successful careers and lifelong learning in this exciting field.

Our Values

- **Respect:** All learners, no matter what their ability or experience, are treated as media producers and makers, and are supported to learn and develop
- **Responsibility:** Led by learners with teachers/leaders modelling, guiding, supporting
- **Courage:** Everyone takes part at their own level
- **Curiosity:** Learners research, plan, create, refine, work on a range of creative media projects, use technology, explore a range of key concepts and underpinning production theory
- **Creativity:** Learning is practical and hands-on. Creative Media experiences are high quality, authentic where possible, and with clear progression routes
- **Resilience:** Learners cultivate the ability to bounce back from challenges, setbacks, and failures, utilising them as opportunities for growth and continuous improvement in their creative media endeavours

We believe strongly in our curriculum pedagogy '**Think Like A Creative**'.

The stages of this are as follows: *Discover, Experiment, Create, Perform, Evaluate*.



- **Discover:** Learners cultivate the ability to bounce back from challenges, setbacks, and failures, utilising them as opportunities for growth and continuous improvement in their creative media endeavours.
- **Experiment:** Building upon their foundational knowledge, students actively experiment with various media tools and techniques. This hands-on phase involves practising different camera angles, experimenting with editing software, and refining their technical skills. Through experimentation, they discover the nuances of effective storytelling and media production.
- **Create:** Students collaboratively embark on the creation phase. They develop comprehensive project plans, including meticulous scripts, detailed storyboards, and production schedules. This stage emphasises the translation of ideas into tangible media projects, fostering creativity and project management skills.
- **Perform:** The performative aspect comes to the forefront as students assume roles in the actual production process. Acting as directors, camera operators, editors, and performers, they actively contribute to the realisation of their creative concepts. This experiential phase allows them to apply theoretical knowledge in a practical, hands-on setting.
- **Evaluate:** Following the completion of their projects, students transition into the evaluation stage. Through reflective analysis, they scrutinise the strengths and weaknesses of their work. Peer reviews, self-assessment, and feedback sessions contribute to a comprehensive evaluation process. This critical reflection fosters a culture of continuous improvement and prepares students for refined creative endeavours in the future.

Key Stage 4 Curriculum

Studying Creative Media production at Millbay Academy will enable students to collaborate and communicate effectively and prepare for Level 3 qualifications and working in the industry.

At Millbay Academy, our vision is to *think like a creative*. This Creative Media Production course fosters creative and collaborative learning and empowers students to explore and innovate together, ultimately cultivating a path to excellence. Understanding the audience is important and being able to work at an industry standard and be technically proficient in media is crucial to student success. We want the students to choose this course for its progression routes into the media industry and also for its transferable skills, which include project management, pitching, idea development, research skills, and time management.

This course will give students a fantastic grounding in the world of media and provide them with key industry knowledge and experience. The course covers video and sound production, editing, and working in a studio and on location. We want students to have the opportunity to experiment with film/animation, graphic design and audio production.

As part of the course, students will develop an ability to analyse and deconstruct media images and representations, learn the communication and planning skills needed to work in teams through vocational media projects, and explore the media production sector where they can create engaging digital media content. It is a great subject for a balance of theory and practical work that covers a range of media platforms offering a real insight into the industry.

The course structure is formed for students to gain mastery in knowledge, skills and techniques in a range of media content and production skills. Through introductory topics, skill development and practice, students are prepared to undertake internally and externally set assignments.

CREATIVE MEDIA PRODUCTION: 10 - 11 CURRICULUM OVERVIEW

STRANDS - GENRES & STYLES (COMP1) PRODUCTION (COMP2) RESPONSE TO A BRIEF (COMP3)

	HT1(Sept / Oct)	HT2(Nov / Dec)	HT3(Jan/ Feb)	HT4(Feb / March)	HT5(April / May)	HT6(June / July)
10	BTEC Creative Media Intro Communications B1 Introduction Editing selection Trip	Component 1: Exploring Media Products A: Investigate media products B: Explore how media products are created to provide meaning and engage audiences Study and analyse 3 media products for 3 media sectors	Component 1: Exploring Media Products A: Investigate media products B: Explore how media products are created to provide meaning and engage audiences Brief Released Select media products connected to the theme	Component 1: Exploring Media Products Complete Component 1 A: Investigate media products B: Explore how media products are created to provide meaning and engage audiences	Component 1: Exploring Media Products - Hand in Component 2: Developing Digital Media Production Skills (Mock) Developing Digital Media Production Skills B1 Media production and post production processes and products B2 Media production skills and techniques B3 Media post production skills and techniques B4 Review of progress and development	Component 2: Developing Digital Media Production Skills (Mock) Developing Digital Media Production Skills B1 Media production and post production processes and products B2 Media production skills and techniques B3 Media post production skills and techniques B4 Review of progress and development
11	Component 2: Developing Digital Media Production Skills Brief Released Select media products connected to the theme	Component 2: Developing Digital Media Production Skills - Hand in Complete and evidence - Portfolio of evidence - Final piece	Component 3: Create a Media Product in Response to a Brief Brief Released Select media products connected to the theme	Component 3: Create a Media Product in Response to a Brief AD1 Understand how to develop ideas in response to a brief AD2 Develop planning materials in response to a brief AD3 Apply media production skills and techniques to the creation of a media product AD4 Create and refine a media product to meet the requirements of a brief	Component 3: Create a Media Product in Response to a Brief - Hand in AD1 Understand how to develop ideas in response to a brief AD2 Develop planning materials in response to a brief AD3 Apply media production skills and techniques to the creation of a media product AD4 Create and refine a media product to meet the requirements of a brief	Study Leave

SEND

Differentiated Instruction and Adaptive Teaching

- Multimodal Learning Resources
- Clear Instructions and Expectations
- Flexible Assessment Methods such as verbal presentations, practical demonstrations, or the use of assistive technologies.
- Extended Time for Assignments and Assessments (Provide reasonable adjustments)
- Small Group or One-on-One Support
- Regular Progress Monitoring
- Accessible Physical Environment
- Inclusive Language and Materials
- Working with the SEND team to ensure student needs are met

Co-curriculum Enrichment

- Radio Production/Club
- Competitions and awards
- Cinema trips
- In-school film screenings
- Industry visits & guest speakers
- Work experience

Subject **Literacy**

- **Media Language and Terminology:**

Understanding and effectively using the language and terminology specific to the creative media industry. This includes knowledge of camera angles, editing techniques, sound design, and other media-related concepts.

- **Visual Literacy:**

Developing the ability to interpret and create visual messages. This involves understanding the principles of design, composition, and visual storytelling to effectively convey messages through images, graphics, and videos.

- **Technical Literacy:**

Acquiring proficiency in using media production tools and equipment. This includes knowledge of camera operation, video editing software, sound recording, and other technical aspects essential for creative media production.

- **Critical Analysis:**

Developing the ability to critically analyse media content. This involves understanding the messages conveyed in media texts, identifying persuasive techniques, and evaluating the impact of media on different audiences.

- **Scriptwriting and Storytelling:**

Building research skills to investigate industry trends, audience preferences, and relevant cultural and social factors that influence media production. This includes effective use of online and offline resources for gathering information.

- **Communication Skills:**

Developing strong communication skills for collaboration within a media production team. This involves articulating ideas clearly, providing constructive feedback, and participating in effective group discussions.

- **Digital Literacy:**

Acquiring proficiency in digital tools and platforms relevant to creative media production. This includes understanding social media, online publishing, and other digital channels for distributing and promoting media content.

- **Legal and Ethical Literacy:**

Understanding the legal and ethical considerations within the media industry. This includes knowledge of copyright laws, intellectual property rights, and ethical guidelines for responsible media production.

- **Reflective Practice:**

Cultivating the ability to reflect on one's own work and the work of others. This involves analysing successes and challenges, identifying areas for improvement, and continuously refining skills and techniques.