

Yr12 (KS5)	Topic Area	Knowledge/Skills that are taught	Knowledge/Skills revisited	What does good look like?	Resources/support at home
Autumn 1	Unit 1: Media Representations	Learners will consider how different media representations are constructed by media producers to create meaning, messages and values.	Unit 4: Pre Production Portfolio Unit 8: Responding to a Commission. Unit 6: Media Campaigns Unit 2: Working in the Creative Industry	<p>Demonstrate knowledge and understanding of media terminology, semiotics, theories, concepts and messages Command words: analyse, compare, evaluate, explain, identify, to what extent</p> <p>Apply knowledge and understanding of media concepts, semiotics, theories and formal techniques to constructed representations Command words: analyse, compare, evaluate, explain, to what extent</p> <p>Analyse media texts to deconstruct representations and decode messages and evaluate their effectiveness and impact Command words: analyse, compare, evaluate, to what extent</p> <p>Make connections between polysemic messages underpinning media representations and their</p>	<p>BTEC Tech Award (2022) Creative Media Production Teacher Pack (ALDS) Publisher: Pearson Author: ISBN: 9781292445229</p> <p>Google classroom</p>

				related values and effects on wider society Command words: analyse, compare, evaluate, to what extent	
Autumn 1	Unit 4: Pre Production Portfolio	Learners study the requirements of planning and delivering a digital media product, carrying out essential pre-production tasks and creating a pre-production portfolio.	Unit 3: Digital Media Skills Unit 8: Responding to a Commission Unit 10: Film Production Fiction Unit 12: Website Production Unit 14: Digital Magazine Production	Evaluate the extent to which pre-production requirements, processes and documentation contributes to the success of planning and delivering a specific digital media product. Manage pre-production procedures consistently to produce comprehensive pre-production planning material, showing professional practice throughout. Evaluate the effectiveness of the project management, referring to its impact on pre-production.	
Autumn 1	Unit 6: Media Campaigns	Learners explore media campaigns to identify their purpose and features, and develop skills in	Unit 3: Digital Media Skills Unit 5: Specialist Subject Investigation	Evaluate the effectiveness of communication	

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		campaign production to produce a cross-platform media campaign.		<p>channels and features used within a specific media campaign to target the audience and fulfil the campaign purpose across multiple platforms.</p> <p>Establish a comprehensive and justified media strategy which demonstrates creativity in the preparation of materials for a specific audience.</p> <p>Produce creative materials for a cohesive campaign with links across more than two platforms, demonstrating cross-platform synchronisation.</p> <p>Evaluate the impact of the strategies and media used in the cross-platform campaign to achieve its intended purpose.</p>	
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Autumn 2	Unit 12: Website Production	Learners will be introduced to the fundamental technologies, principles and practices that underpin contemporary website production.	Unit 3: Digital Media Skills Unit 4: Pre Production Portfolio	<p>Evaluate the effectiveness of how websites that have been designed for different purposes combine common codes, conventions and interactive features to appeal to their intended audiences.</p> <p>Justify final asset choice and preparation techniques applied in terms of purpose and audience.</p> <p>Produce a functional website with integrated creative content and layout appropriate for audience and purpose that enhances user experience.</p>	
Spring 1	Unit 10: Film Production	<p>Learners explore how meaning is created within film.</p> <p>They are taught to analyse mise-en-scene and sound and taught to analyse the meaning behind it</p> <p>They are taught how to plan, film and edit a short film</p> <p>They are taught the conventions of various genres</p>	Unit 1: Representation Unit 10: Film Editing	<p>Analysing the meaning within film texts.</p> <p>Producing films that display the conventions of a genre (usually thriller)</p> <p>Producing effectively edited short films</p>	

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Spring 2	Unit 8: Responding to a Commission	This unit considers the commissioning process and how media producers respond to clients by generating ideas using a range of skills.	Unit 4: Pre Production Portfolio.	<p>Demonstrate knowledge and understanding of media production processes and related considerations when responding to a brief</p> <p>Apply knowledge and understanding of media production processes in context, demonstrating how constraints affect decisions and the ability to adapt to changes in requirements</p> <p>Analyse and interpret information related to purpose, technical and logistical requirements of the brief and evaluate solutions for implementation with appropriate justification</p> <p>Be able to respond creatively to a brief demonstrating the ability to synthesise a range of ideas</p>	
Summer 1	Revision/Exams	Revision/Exams	Revision/Exams	Revision/Exams	Revision/Exams
Summer 2	Revision/Exams	Revision/Exams	Revision/Exams	Revision/Exams	Revision/Exams
Yr13 (KS5)	Topic Area	Knowledge/Skills that are taught	Knowledge/Skills revisited	What does good look like?	Resources/support at home
Autumn 1	Unit 21 Film Editing	Learners will explore the purposes and techniques of editing for film and television and develop skills in	Unit 10: Film Production	Evaluate the effectiveness of different editing techniques applied for	

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		different editing tools to produce a final, edited sequence.		different purposes in fulfilling their intended purposes. Consistently demonstrate an individual, creative approach and accomplished technical skills when using editing techniques and tools to develop different ideas for an edited sequence for a specific purpose. Produce a technically and creatively accomplished final edited sequence that fully meets the intended purpose, justifying the choices made throughout.	
Autumn 1	Unit 14: Digital Magazine Production	Learners will explore codes and conventions of different magazine genres and platforms. They will select and prepare content, and create layouts for a specific genre of magazine.	Unit 3: Digital Media Skills Unit 27: Digital Photography Unit 33: 2D Animation	Evaluate the effectiveness of codes and conventions used within magazines for a specific genre in appealing to the target audience and fulfilling the magazine's purpose across print and digital platforms.	

				<p>Prepare creative primary and secondary content relevant to a specific magazine genre, target audience and platform.</p> <p>Evaluate the stages of magazine production, and the use of codes and conventions, to target a specific audience, genre and platform.</p>	
Autumn 1	Unit 27: Digital Photography	Learners explore the techniques required to produce digital photographs. They will experiment with and use digital photography techniques to produce digital photographs.	Unit 3: Digital Media Skills Unit 14: Digital Magazine Unit 33: 2D Animation	<p>Demonstrate comprehensive understanding of the application, uses and purposes of digital photography and component parts.</p> <p>Demonstrate creativity producing imaginative digital photographs using interior and exterior location shoots.</p> <p>Produce sophisticated technical photographs on exterior and interior shoots for a digital</p>	

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				media product.	
Autumn 2	Unit 2: Working in the Creative Media Industry	Learners will explore employment and job opportunities in the creative digital media sector. They will produce material to support a career and be able to network effectively.	Unit 6: Media Campaign	<p>Demonstrate comprehensive understanding of job roles, recruitment, contracts of employment and professional behaviour in the media sector.</p> <p>Demonstrate comprehensive understanding of the structure, career opportunities and legal and ethical issues in a specific media sector.</p> <p>Produce a sophisticated CV, portfolio and electronic profile with creative presentation for a specific media role.</p> <p>Use comprehensive networking and social networking techniques effectively to make contacts for employment.</p>	

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Autumn 2	Unit 33: 2D Animation	Learners will explore the purposes and technical characteristics of 2D animation, developing skills in these techniques and creating a final 2D animated product.	Unit 3: Digital Media Skills Unit 14: Digital Magazine Unit 27: Digital Photography	<p>Evaluate examples of traditional and digital 2D animation to show the development of different techniques and their effectiveness in fulfilling different purposes.</p> <p>Demonstrate a creative approach when using digital 2D animation techniques to develop sophisticated ideas for a digital 2D animation in response to a brief</p> <p>Plan and produce a final 2D animation for a specific media product demonstrating accomplished technical skills and justifying the creative choices made.</p>	
Spring 1	Unit 5: Specialist Subject Investigation	Learners will gain an understanding of research methods and techniques in relation to a specialist media subject, undertaking research of key issues and investigation of related debates.	Unit 6: Media Campaigns	<p>Demonstrate knowledge and understanding of methods, skills and techniques related to carrying out research into issues in media</p> <p>Apply knowledge and understanding of methods, skills and techniques to research issues and debates in a specialist area of study in media</p>	

				<p>Analyse information and data related to research in a specialist area of study, demonstrating the ability to interpret the potential impact and influence of the research on media issues and debates</p> <p>Evaluate research into media and be able to draw conclusions from research data on contemporary media issues and debates</p>	
Spring 2	Unit 3: Digital Media Skills	Learners look at the creative digital media technical skills required to produce a product to a prescribed brief.	Unit 1: Media Representations Unit 4: Pre Production Portfolio Unit 6: Media Campaigns Unit 8: Responding to a Commission	<p>Apply knowledge and understanding of media production processes and skills when responding to a brief</p> <p>Demonstrate application of knowledge and understanding to create appropriate assets in responses to a brief</p> <p>Demonstrate selection and use of appropriate skills required for asset management</p> <p>Demonstrate application of appropriate technical skills in the creation of a media product AO5 Synthesise ideas in order to produce creative responses that meet the needs of the brief</p>	



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