

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	

		<p>campaign production to produce a cross-platform media campaign.</p>		<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>	
--	--	--	--	--	--

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>	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>	

		They are taught the conventions of various genres		Producing effectively edited short films	
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	Unit 10: Film Production	Evaluate the effectiveness of	

		<p>television and develop skills in different editing tools to produce a final, edited sequence.</p>		<p>different editing techniques applied for different purposes in fulfilling their intended purposes.</p> <p>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.</p> <p>Produce a technically and creatively accomplished final edited sequence that fully meets the intended purpose, justifying the choices made throughout.</p>	
Autumn 1	Unit 14: Digital Magazine Production	<p>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.</p>	<p>Unit 3: Digital Media Skills Unit 27: Digital Photography Unit 33: 2D Animation</p>	<p>Evaluate the effectiveness of codes and conventions used within magazines for a specific genre in appealing to the target audience and fulfilling</p>	

				<p>the magazine's purpose across print and digital platforms.</p> <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>	

				Produce sophisticated technical photographs on exterior and interior shoots for a digital 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</p>	

				contacts for employment.	
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</p>	

				<p>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>	

				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	
Summer 1	Revision/Exams	Revision/Exams	Revision/Exams	Revision/Exams	Revision/Exams
Summer 2	Revision/Exams	Revision/Exams	Revision/Exams	Revision/Exams	Revision/Exams