

KS4: BTEC Tech Awards Creative Media Production

BTEC Year 10	Autumn half term 1	Autumn half term 2	Spring half term 1	Spring half term 2	Summer half term 1	Summer half term 2
	<p>Component 1: Exploring Media Products – Introduction and Foundations</p> <p>(Brief for component 1 will be released)</p> <p>Students will be introduced to media production across various platforms, including print, moving image, and interactive media. They will examine how media products are created and how they communicate meaning to audiences. Through theoretical analysis and practical application, students will:</p> <p>Explore media industries and their impact on society.</p> <p>Investigate audience engagement, purpose, and reception.</p>	<p>Component 1: Exploring Media Products – Development and Analysis</p> <p>Building on their foundational knowledge, students will further investigate media production techniques and industry practices. They will:</p> <p>Conduct in-depth case studies of selected media products.</p> <p>Assess the relationship between media producers and audiences.</p> <p>Analyse the ways in which media products create meaning through technical and stylistic elements.</p> <p>Begin preparations for their Pearson-set assessment by refining analytical skills.</p>	<p>Component 1: Exploring Media Products – Assessment Preparation</p> <p>Students will undertake detailed research and analysis of media products in response to a Pearson-set brief. They will:</p> <p>Select a range of media products to evaluate.</p> <p>Develop analytical reports that explore the impact of codes, conventions, and production techniques.</p> <p>Present findings through structured written reports and presentations.</p> <p>Work towards developing their final assessment responses.</p>	<p>Component 1: Exploring Media Products – Summative Assessment</p> <p>Students will complete the Pearson-set assessment under supervised conditions. They will:</p> <p>Conduct final comparative analyses based on their research.</p> <p>Evaluate media products' effectiveness in engaging audiences.</p> <p>Demonstrate a clear understanding of media production processes and their impact.</p> <p>Submit their final assessment pieces for marking and review.</p>	<p>Component 2: Developing Digital Media Production Skills – Introduction to Print & Photoshop</p> <p>Students will be introduced to Component 2, which focuses on practical digital media production. The emphasis will be on print-based media and Adobe Photoshop. Students will:</p> <p>Learn about the principles of print design, including layout, typography, and colour theory.</p> <p>Develop hands-on skills in digital image manipulation and editing techniques.</p> <p>Conduct practical workshops to build</p>	<p>Component 2: Developing Digital Media Production Skills – Print Design and Application</p> <p>Students will apply their knowledge to create digital media products. They will:</p> <p>Design and develop a magazine cover and a double-page spread using Photoshop.</p> <p>Integrate visual storytelling elements into their designs.</p> <p>Receive formative feedback and refine their media products based on peer and teacher reviews.</p> <p>Document their creative process through digital portfolios.</p>

	<p>Analyse genre, narrative, and representation in media texts.</p> <p>Begin applying analytical frameworks to deconstruct media products.</p>				<p>proficiency in Photoshop.</p> <p>Experiment with industry-standard software to create professional media content.</p>	
BTEC Year 11	Autumn half term 1	Autumn half term 2	Easter half term 1	Easter half term 2	Summer half term 1	Summer half term 2
	<p>Component 2: Developing Digital Media Production Skills – Print & Photoshop (Assessment Focus)</p> <p>(Brief for component 2 will be released)</p> <p>Students will finalise their Component 2 projects and prepare for assessment submission. They will:</p> <p>Research and plan their media product based on a given brief.</p>	<p>Component 2: Developing Digital Media Production Skills – Assessment Completion</p> <p>Students will:</p> <p>Finalise and submit their Component 2 assessment under supervised conditions.</p> <p>Review and reflect on their strengths and areas for improvement.</p> <p>Engage in peer review activities to provide</p>	<p>Component 3: Create a Media Product in Response to a Brief – Pre-Production</p> <p>(Brief for component 3 will be released)</p> <p>Students will begin work on their externally assessed Component 3 project. They will:</p> <p>Analyse the Pearson-set brief and identify key objectives.</p>	<p>Component 3: Create a Media Product in Response to a Brief – Production Development</p> <p>Students will:</p> <p>Begin the production phase, applying their media skills to create a media product.</p> <p>Use industry software such as Photoshop, Premiere Pro, and InDesign to develop high-quality assets.</p> <p>Refine their work through iterative testing and feedback.</p>	<p>Component 3: Create a Media Product in Response to a Brief – Exam Preparation</p> <p>Students will prepare for their externally assessed 10-hour supervised exam. They will:</p> <p>Review production techniques and finalise their creative assets.</p> <p>Conduct peer assessments and self-reflections to refine their media products.</p>	<p>Component 3: Create a Media Product in Response to a Brief – Exam and Submission</p> <p>Students will:</p> <p>Complete the 10-hour externally supervised assessment, producing their final media product.</p> <p>Conduct a final review of their work and make last-minute refinements.</p>

	<p>Apply Photoshop and InDesign techniques to refine their work.</p> <p>Demonstrate their ability to apply media production skills to create professional-standard print media.</p> <p>Evaluate their production process and justify their creative choices.</p>	<p>constructive feedback on media products.</p>	<p>Conduct industry research to inform their project development.</p> <p>Generate initial ideas and produce detailed pre-production documentation.</p> <p>Develop scripts, storyboards, and visual concepts for their media product.</p>	<p>Ensure their media product aligns with the requirements of the set brief.</p>	<p>Develop strategies for time management during the timed assessment.</p> <p>Ensure all required documentation and supporting materials are prepared.</p>	<p>Submit their completed assessments for external grading by Pearson.</p> <p>Reflect on their performance and discuss progression routes in creative media.</p>
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Assessment Overview:

- **Component 1 (Internal – 30%):** Investigating and analysing media products.
- **Component 2 (Internal – 30%):** Developing practical media production skills in response to a brief.
- **Component 3 (External – 40%):** Creating a media product under exam conditions.

This curriculum is designed to ensure that students build a solid foundation in **media analysis, production techniques, and industry-standard digital skills**. The structured approach encourages creativity while preparing students for further study and careers in the **creative industries, film, television, journalism, advertising, and digital media sectors**.

Greatfields Performing Arts & Media

The Greatfields Performing Arts & Media department enables students to explore creative expression through a dynamic and diverse curriculum. Our programme includes **Dance, Drama, Music, and Media**, allowing students to develop essential artistic and technical skills while understanding the critical role these disciplines play within the wider curriculum.

Through the Performing Arts & Media curriculum, students acquire and extend their knowledge by developing key skills and self-expression. They will explore a range of techniques, styles, genres, and themes across the disciplines of Dance, Drama, Music, and Media.

The department encourages students to develop and contribute towards:

- Learning and acquiring key life skills, such as communication, cooperation, self-confidence, teamwork, and independence.
- Developing a deeper understanding of creative expression, storytelling, and production techniques through both traditional and digital media.
- Engaging with **media production**, enabling students to explore the power of digital storytelling, filmmaking, photography, and multimedia design.
- Applying their skills in a way that fosters creativity, confidence, and cultural awareness, ensuring all students have the chance to succeed.

Media Studies is integrated within our department, allowing students to explore how media shapes society, influences audiences, and contributes to the creative industries. Students will engage with practical production work in film, television, digital content creation, and journalism, gaining hands-on experience with industry-standard software and equipment.

Students at Greatfields School also have access to a range of extra-curricular Performing Arts and Media clubs, as well as numerous performance and production opportunities. From live theatre and musical performances to media showcases and digital storytelling projects, students can showcase their talents at local borough events and national competitions. They will also experience **live theatre productions, industry workshops, and collaborations with professional artists, media practitioners, and performers.**

Please click the link below to see our programme of study for Performing Arts & Media: