

Year 9

Autumn Term

BTEC TECH Award in Creative Media Production



1. **C1 A1 Media products, audiences and purpose.** Students will develop their understanding of the relationship between media products, their audiences and purposes. Learners must explore media products from each of the three sectors: audio/moving image, print and interactive.



2. **C2 A1 A2 Media pre-production processes and practices.** Students will identify the pre-production process and practices for a range of digital media products. They will learn how to create pre-production documents for three media sector as a way of generating ideas.



- Assessment Point 1**
Assessment to evaluate media products audience and purpose.

Spring Term



- Assessment Point 2**
Assessment to cover genre, narrative and representation.



4. **C2 B1 B2 Media pre-production skills and techniques.** Students will develop and apply media pre-production skills and techniques to shape their ideas into pre-production material relevant to the media sector.



3. **C1 B1 Genre, narrative and representation** Students will develop their understanding of how media products combine genre, narrative and representation to create meaning for audiences.

Summer Term



5. **C1 B2 Media production techniques** Students will deconstruct media products to examine how media production techniques are combined in media products to create specific effects and engage audiences. Learners may focus on techniques from one sector or combine techniques from across sectors.



6. **C2 B3 B4 Media production and post-production processes and practices** Students will develop understanding of media production and post-production processes and practices relevant to the media sector.



- Assessment Point 3**
Assessment to cover production techniques to engage audiences.

CAREERS: At every available opportunity, teachers will introduce and promote careers links to the topics being studied (See Careers booklets).