

Year 12

Autumn Term

BTEC TECH Level 3 Creative Media Production

Unit 1 Media Representations

1. AO1 Demonstrate knowledge and understanding of media terminology, semiotics, theories, concepts and messages.

Unit 1 Media Representations

2. AO2 Apply knowledge and understanding of media concepts, semiotics, theories and formal techniques to constructed representations

Unit 1 Media Representations

3. AO3 Analyse media texts to deconstruct representations and decode messages and evaluate their effectiveness and impact

Unit 1 Media Representations

4. AO4 Make connections between polysemic messages underpinning media representations and their related values and effects on wider society

Assessment Point 1

Mock Exam Unit 1
Actual Exam – Jan

Spring Term

Assessment Point 2

Unit 4 Assignment A&B

Unit 12 Assignment A

Unit 6 Assignment A&B

7. Unit 4 Pre-production

C Produce a pre-production portfolio for a creative media production

Unit 12 Magazine Creation

B Develop materials for magazine production cont.

Unit 6 Create a campaign

C Produce a cross-platform media campaign

6 Unit 4 Pre-production

B Carry out pre-production for a digital media product

Unit 12 Magazine Creation

B Develop materials for magazine production

Unit 6 Create a campaign

B Develop a cross-platform media campaign

5. Unit 4 Pre-production

A Understand the requirements of pre-production of a digital media product

Unit 12 Magazine Creation

A Understand the considerations, codes and conventions of a specific genre of magazine for print and digital platforms

Unit 6 Create a campaign

A Understand the purpose and features of media campaigns

Summer Term

7. Unit 4 Pre-production

D Review pre-production of a digital media product.

Unit 12 Magazine Creation

C Produce magazine layouts in the codes and conventions of a genre

Unit 6 Create a campaign

D Review a cross-platform media campaign



Assessment Point 2

Unit 4 Assignment C&D

Unit 12 Assignment B&C

Unit 6 Assignment C&D

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