

Westfield Academy - Curriculum Information

In Year 13, students complete the Pearson BTEC Level 3 National Extended Certificate in Creative Digital Media Production. Students will complete the externally assessed Unit 8 before undertaking Unit 10, where they develop specialist production skills through the planning, creation and evaluation of a substantial media product. Throughout the year, students will work independently, applying industry-standard processes and professional working practices while preparing for progression to university, apprenticeships or employment within the creative industries.

Creative Digital Media Production KS5 Y13

Head of Department	Claire Collacott	
Head of Department email	CLC@Westfield.academy	
Lessons per 2 week cycle	10	
Specification/Board details/Key stage	Pearson BTEC Extended Certificate in Creative Digital Media Production	

Term by term

Autumn 1	Spring 1	Summer 1
Unit 8: Responding to a Commission – refining proposals, treatments, pitches and planning materials. Students revisit audience research, justify creative decisions and prepare for the external assessment.	Unit 10: Film Production (Assignment 1) – investigating professional film production techniques and conventions. Students analyse existing products, explore industry practices, research target audiences and begin planning their own film production project.	Unit 10: Film Production (Assignment 2 continued) – completion of production work, post-production editing, evaluation and submission of the final project.
Autumn 2	Spring 2	Summer 2
Unit 8 External Assessment – students respond to a vocational media brief, applying their research, planning and creative skills to produce professional responses under assessment conditions.	Unit 10: Film Production (Assignment 2) – students create a complete film production project, developing pre-production materials, filming and editing content while applying technical and creative skills.	Course Completion and Resubmissions – students complete any required resubmissions or retake opportunities and prepare for progression to higher education, apprenticeships or employment.

Key Skills developed	Unit 8: Responding to a Commission Students develop: • Client brief analysis • Audience and market research • Proposal and treatment writing • Pitching and presentation skills • Creative problem-solving • Evaluation and justification of ideas Unit 10: Film Production • Students develop: • Advanced production planning • Camera operation and cinematography • Lighting and sound techniques • Video editing and post-production • Project management • Reflective evaluation • Professional production workflows Students continue to strengthen transferable skills including communication, creativity, leadership, organisation, resilience and independent working.
Useful Websites	General Media and Industry Knowledge • BBC News • BBC Bitesize Media Studies • The Guardian Media Section • Ofcom • British Film Institute (BFI) Research and Audience Analysis • YouGov Profiles • Statista • Think with Google • UK Government Media and Digital Reports Practical Production and Design • Canva • Adobe Express • Adobe Creative Cloud • Pixlr • Unsplash • Pexels Revision and Course Support

	• Pearson Qualifications • Tutor2u Media Studies • Media Magazine Online • Mr Bruff (YouTube) • The Media Insider (YouTube)
Reading/Literacy requirements /Key Words	Students are expected to engage with a range of media texts and industry sources throughout the course. Key terminology includes: • Representation • Audience • Media Language • Ideology • Stereotype • Encoding and Decoding • Narrative • Regulation • Demographics • Psychographics • Proposal • Treatment • Pitch • Pre-production • Commission Students will regularly complete extended written responses, analytical essays and industry-style planning documents.
Homework requirements	Homework may include: • Reading and analysing media products • Researching media industries and audiences • Completing planning documentation • Independent preparation for assessments • Revision and retrieval activities • Watching and analysing media texts discussed in class
Personal Development Links	Students develop a strong understanding of professional expectations within the creative industries. Through responding to industry-style commissions and managing extended production projects, students enhance their confidence, independence and resilience.

	The course encourages students to critically evaluate media representations and the impact of media products on society. Students develop professional communication skills, leadership qualities and project management abilities that support progression to higher education and employment in a wide range of creative and digital careers.
Trips/Visits (If applicable)	TBC