

Westfield Academy - Curriculum Information

In Year 11, students continue the Pearson BTEC Tech Award in Creative Media Production by completing Component 2 and undertaking the externally assessed Component 3. Students will further develop their practical production skills through the planning, creation and review of media products before responding to a vocational-style brief. They will build their research, planning, creative and evaluative skills while producing media content for specific audiences and purposes, preparing them for further study and careers in the creative industries.

Creative Media Production KS4 Y11

Head of Department	Claire Collacott	
Head of Department email	CLC@Westfield.academy	
Lessons per 2 week cycle	5	
Specification/Board details/Key stage	Pearson BTEC Tech Award in Creative Media Production	

Term by term

Autumn 1	Spring 1	Summer 1
Component 2: Developing Media Production Skills – planning, designing and creating magazine products	Component 3: Responding to a Brief – analysing the brief, audience research and generating ideas	Component 3: Completion of production work and preparation for the external assessment
Autumn 2	Spring 2	Summer 2
Component 2: Refining, reviewing and completing magazine products. Component 2 Assessment	Component 3: Planning materials, production techniques and development of ideas	Component 3 External Assessment
Key Skills developed	Students further develop their understanding of the media production process by creating, reviewing and refining media products for specific audiences and purposes. Through Component 2, students: • Apply practical production skills using digital design software • Create professional-quality magazine products	

	● Review and improve their work using feedback ● Evaluate how effectively their products meet audience needs Through Component 3, students: ● Analyse client briefs and industry requirements ● Conduct audience and market research ● Generate and justify creative ideas ● Produce planning materials and production schedules ● Create media products that meet specific requirements ● Reflect on and evaluate their production decisions Students continue to develop creativity, communication, project management, problem-solving and independent learning skills that are highly valued by colleges, universities and employers.
Useful Websites	● BBC Bitesize Media Studies ● Pearson BTEC Tech Award Resources ● Canva ● Adobe Express ● Pixlr ● The Student Room Media Studies Resources ● YouTube channels such as Mr Bruff and Media Studies Revision
Reading/Literacy requirements /Key Words	Students will encounter and use a wide range of media terminology throughout the course. Key vocabulary includes: ● Audience ● Purpose ● Representation ● Narrative ● Convention ● Media Language ● House Style ● Layout ● Masthead ● Coverline ● Headline ● Visual Hierarchy ● Target Audience ● Demographics ● Psychographics

	Students are encouraged to read a variety of media products including magazines, websites and social media content to develop their understanding of contemporary media practices.
Homework requirements	Homework will be set regularly and may include: ● Researching media products and industries ● Analysing existing media texts ● Completing planning and design tasks ● Revision activities using online platforms ● Preparation for assessments and coursework
Personal Development Links	Students explore how media products influence attitudes, behaviours and perceptions within society. Through responding to industry-style briefs, students develop resilience, organisation, teamwork and professionalism. They learn to make informed decisions about representation, diversity and ethical media production while developing confidence in presenting and justifying their creative ideas.
Trips/Visits (If applicable)	TBC