

Westfield Academy - Curriculum Information

In Year 12, students begin the Pearson BTEC Level 3 National Extended Certificate in Creative Digital Media Production. The course combines the study of media industries, audiences and representations with practical production and planning skills. Students will analyse a range of contemporary media products, develop industry-standard pre-production documentation and begin preparing for externally assessed units. Throughout the year, students will build their creativity, communication, analytical and project management skills, preparing them for further study and careers within the creative industries.

Creative Digital Media Production KS5 Y12

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 1: Media Representations – analysing media products, audiences and representations	Unit 4: Pre-production Portfolio (Assignment 1) – investigating the planning processes used in the media industry. Producing industry-standard documentation including client requirements, audience profiles, legal and ethical considerations, budgets, schedules, risk assessments and personnel requirements.	Unit 8: Responding to a Commission – analysing briefs, audience research and idea generation
Autumn 2	Spring 2	Summer 2
Unit 1: Media Representations – continued study and preparation for the external assessment	Unit 4: Pre-production Portfolio (Assignment 2) - applying understanding by creating a complete pre-production portfolio. Developing concepts, mood boards, visualisations, storyboards, scripts,	Unit 8: Responding to a Commission – planning, proposal writing and preparation for Year 13 assessment

	production schedules and supporting planning documentation.	
Key Skills developed	Students develop a broad understanding of the media industry whilst gaining practical and analytical skills required for higher education and employment. Unit 1: Media Representations • Analyse how media products construct meaning • Explore representations of individuals, groups and events • Understand audience responses and media language • Develop written analytical and evaluative skills Unit 4: Pre-production Portfolio • Create professional planning documentation • Produce risk assessments, schedules and budgets • Understand legal, ethical and regulatory considerations • Develop organisational and project management skills Unit 8: Responding to a Commission • Analyse industry-style briefs • Conduct audience and market research • Generate and justify creative ideas • Produce proposals, treatments and pitches • Develop skills required for external assessment	
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	The Creative Digital Media Production course encourages students to become critical consumers and responsible creators of media. Students explore how media representations influence perceptions of gender, age, ethnicity, social class and other groups within society. The course develops transferable skills including communication, creativity, leadership, resilience, organisation and problem-solving. Through industry-style briefs and professional working practices, students gain an understanding of the expectations of higher education and employment within the creative and digital sectors.
Trips/Visits (If applicable)	TBC