

Westfield Academy - Curriculum Information

In Year 10, students begin the Pearson BTEC Tech Award in Creative Media Production. They will study a range of media products, exploring how they are designed to engage audiences and communicate messages. Through Component 1, students will develop their understanding of media language, audience, purpose and representation. They will then apply this knowledge in Component 2, developing practical production skills through the planning, design and creation of their own magazine products.

Creative Media Production KS4 Y10

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 1: Exploring Media Products – Media sectors, purposes and audiences	Component 1: Narrative, characterisation, conventions and industry practice	Component 2: Developing Media Production Skills – magazine design and production
Autumn 2	Spring 2	Summer 2
Component 1: Media language, representations and audience interpretation	Component 1 Assessment. Introduction to Component 2 and magazine planning	Component 2: Creating and refining magazine products, review and evaluation
Key Skills developed	Students develop an understanding of how media products are created, distributed and consumed across a range of media sectors including print, online and audio-visual media.	
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	Creative Media Production helps students develop creativity, confidence and critical thinking skills. Students learn to evaluate how media influences opinions, behaviours and attitudes within society. Students explore issues surrounding: • Representation and diversity • Stereotypes in the media • Digital citizenship

	• Responsible use of social media • Online safety • Ethical media production The subject encourages students to become informed, reflective consumers and creators of media content while developing skills that are highly valued in further education and employment.
Trips/Visits (If applicable)	TBC