



PLUME ACADEMY - LEARNING OVERVIEW

Year	11
Course	Level 1 & 2 Btec Tech Award Creative Media Production
Specification Number/Exam Board	Pearson
End of course assessment and weightings	Component 1: 30% Component 2: 30% Component 3: 40%

Prior Learning

Year 11 of this course builds on year 10, where students have the opportunity to plan and create media products in all three sectors as well as exploring and analysing existing media products. In component 2 students will research, plan, develop and evaluate a media product in their chosen sector, in response to a brief and for the purpose of a specific target audience.

Curriculum Intent – What are the curriculum aims?

This qualification gives learners the opportunity to develop sector-specific knowledge and skills in a practical learning environment.

The main focus is on four areas of equal importance, which cover the:

- development of key skills that prove aptitude in creative media production such as investigating and developing ideas through pre-production, production and post-production of media products
- process that underpins effective ways of working in creative media production, such as responding to briefs and feedback, planning and generating ideas
- attitudes that are considered most important in creative media production, including personal management and communication
- knowledge that underpins effective use of skills, process and attitudes in the sector such as production processes and techniques



Curriculum Implementation – What will my child will be learning?

Term 1	Half Term 1	Component 2: Developing Digital Media Production Skills Learning Aims A & B
	Half Term 2	Component 2: Developing Digital Media Production Skills Learning Aims B & C
Term 2	Half Term 3	Component 3 Create a Media Product in Response to a Brief
	Half Term 4	Component 3 Create a Media Product in Response to a Brief
Term 3	Half Term 5	Component 3 Create a Media Product in Response to a Brief

Curriculum Impact – How will progress be assessed as I learn?

Students will receive regular feedback on class work that is completed in preparation for their Components 1 and 2 coursework portfolios, however in line with Btec regulations students will receive only summative assessment for both of these digital submissions. Following summative assessment, a re-submission period of 15 school days is offered to students, should they wish to make any final amendments based on the outcome so far. On completion of each component students can track their progress against a ready reckoner to indicate the progress they are making against the learning outcomes. Both Component 1 and 2 are internally assessed and verified and at least one of these components is externally verified by the awarding body. Component 3 is externally assessed.

Super-Curricular Opportunities – Support and Extending Learning

Useful study resources	If a student is really passionate about this subject...	As a parent/carer, I can assist my child in this subject by:
<p>Apps such as Adobe Lightroom, Photoshop express, Power Director and Stop Motion Studio are all free and are useful in enabling students to create media products outside of the classroom.</p> <p>The Media Insider is a useful YouTube Chanel to watch for Component 1, as is BBC Bitesize.</p>	<p>Students should collect contextual reference material. They could dedicate a Pinterest board to Graphic Design, Advertising images, Magazine Covers and Layouts as well Photography work that they find interesting. Alternatively, they could keep a reference scrapbook.</p>	<p>Supporting them in their theory research by answering questions about your own media consumption. Allowing them to watch set films to develop their analytical skills. Ensuring they have access to a camera for photography and film recording work.</p>