

Curriculum information for BTEC Creative Media Production Year 11

Which exam board and course are used?	Pearson Edexcel.
What curriculum topics are being covered this year?	<ul style="list-style-type: none"> • Planning media products – storyboarding, idea logs, script writing, page layouts. • Creating media products – producing magazines, posters, leaflets using Photoshop; creating moving image products like campaigns, film trailers, advertisements. • Editing skills – Photoshop and Adobe Premier Pro. • Evaluation of media products – evaluating how successful media products are in meeting the needs of the target audience and achieving the overall purpose.
How many exams have students got and what is covered in each one?	<p>Component 3 Exam:</p> <ul style="list-style-type: none"> • Activity 1: ideas log - carry out research to generate ideas in response to the brief. Complete an ideas log on the development of your chosen idea for a media product. • Activity 2: planning material – develop ideas by producing planning material to visualise the content and style of their own media product. • Activity 3: use ideas from Activity 1, planning material from Activity 2 and material, footage and/or assets collected/generated to create the media product and save in an appropriate digital file format.
What should students be focusing on?	<ul style="list-style-type: none"> • Familiarity with different types of media texts – magazines, leaflets, adverts, trailers, advertising campaigns, title sequences. • Understanding audiences of different media texts and how texts appeal to their audiences. • Practising photography skills.
What is the best way for parents to support students in this subject?	<ul style="list-style-type: none"> • Encourage them to engage with as many different types of media and genres as possible and engage them in conversations about how they are created to appeal to their audiences e.g. how techniques are used in a children’s TV show to engage 6-10 year-old boys. • Encourage them to practise photography skills e.g. take images of sunset, snow, abstract photographs. • Make sure all homework tasks are completed.
What websites and resources would be helpful? What wider reading would be helpful? Where can I get resources?	https://sites.google.com/view/suefarrimondtutorials/creative-photography/illustration-photography-1 https://www.bbc.co.uk/bitesize/subjects/ztnygk7
Have previous students got any tips or advice for this subject?	<p>“Always ask others for opinions on your practical work.”</p> <p>“Be open-minded when planning and producing media products.”</p> <p>“Give yourself realistic timescales for planning, producing and editing media and make sure you stick to these timescales.”</p>