

Media Studies

Curriculum Map:

[Media KS4 Curriculum Map](#)

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Key Stage 4

Subject	Creative Media Production
Qualification	BTEC
Exam Board	Pearson Edexcel
Course Leader	Mr J Gay
Course summary	<p>Media Studies is a dynamic and exciting option. It is analytical, reflective and a creative subject that encourages critical and analytical thinking – both skills highly valued by universities and employers. Media Studies is an intellectually demanding subject but at the same time it is highly accessible and great fun to study.</p> <p>If you have an interest in technology and would like to be involved in making media products, then this subject may well be for you.</p>
What will students learn?	<p>The course involves the study of a wide range of different types of media for example, magazines, television, 3D films, interactive advertisements, e-magazines, and mobile apps to web design. There are a lot of options and students will have a range of choices throughout the course and can select areas that they are more interested in.</p>
How will students be assessed?	<p>Across the two years students will complete three coursework style components.</p> <p>1 Exploring Media Products – Internally assessed by teachers. In this unit you will develop your understanding of how media products are created for specific audiences and purposes. You will extend your knowledge and understanding by examining existing media products in one of the three sectors: audio/moving image, publishing and interactive media, learning how media production techniques are used.</p> <p>2 Developing Digital Media Production Skills - Internally assessed by teachers. In this unit, you will develop practical media production skills and techniques. You will have the opportunity to specialise in one or more of the following media sectors:</p> <ul style="list-style-type: none"> • audio/moving image, • publishing and/or • interactive media. <p>You will develop practical skills and techniques.</p>

	<p>3 Create a Media Product in Response to a brief – this will be sat in school but will be <u>assessed externally</u> by the exam board.</p> <p>In this unit you will respond to a client brief and create a product in one of the following media sectors: audio/moving image, publishing or interactive. You will interpret the client's needs and engage in the process of ideas generation, selecting and refining your ideas until you are satisfied that you have an idea that meets the requirements of the brief.</p>
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Key Stage 5	
Subject	Creative Digital Media Production
Qualification	BTEC Level 3 National Extended Certificate in
Exam Board	Pearson Edexcel
Course Leader	Mr J Gay
Course summary	The qualification provides a coherent introduction to the study of creative digital media production. Learners develop an understanding of the media industry through analysing media representations and pitching and producing media projects. It is designed for post-16 learners who aim to progress to higher education and ultimately to employment, possibly in the media industries, as part of a programme of study alongside other BTEC Nationals or A levels.
What will students learn?	The content of the qualification relates directly to the skills and understanding needed for further study in creative digital media production. Over three units of content, you will gain a broad understanding of the media and learn the skills to produce media artefacts. You will develop your ability to analyse and deconstruct media images and representations. You will learn the communication and planning skills needed to work in teams through vocational media projects. A unit is film, allows you to create engaging digital media content and platforms. You will develop skills in problem solving, applying expert and creative solutions, use systems and technology •intrapersonal skills: communicating, working collaboratively, negotiating and influencing, self-presentation •interpersonal skills: self -management, adaptability and resilience, self-monitoring and development.
How will students be assessed?	Externally assessed units. Each external assessment for a BTEC National is linked to a specific unit. All the units allow students to demonstrate breadth and depth of achievement. Each assessment is taken under specified conditions, then marked by Pearson and a grade awarded. Students are permitted to re-sit external assessments during their programme. Internally assessed units - Most units are internally assessed and subject to external standards verification. Students are assessed using a variety of styles to help them develop a broad range of transferable skills. Students are given opportunities to: <ul style="list-style-type: none"> •write up the findings of their own research

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| | <ul style="list-style-type: none">•use case studies to explore complex or unfamiliar situations•carry out projects for which they have choice over the direction and outcomes•demonstrate practical and technical skills using appropriate tools/processes etc. |
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