



## Year 11 - Media - Curriculum – 2024-2025

|  | Autumn Term   |                                       | Spring Term  |   | Summer Term  |   |
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|  | 1   | 2                                     | 1  | 2                                       | 1  | 2   |
| <b>Key Concepts</b>  | Planning and preparing the production stages of different media products  | Skills development for Graphic Design | Building a portfolio of evidence within publishing media | Reviewing and evaluating media products | Finalising skills building portfolio for both interactive and publishing | Further development for making an interactive media product |
| <b>Knowledge &amp; Understanding (National Curriculum)</b><br><i>Skills are across the whole year.</i> | <p>Year 11 Creative Media Production curriculum has been designed to ensure students are able to achieve the highest standards and outcomes. The BTEC Creative Media course consists of three components, one component is externally assessed and two components are internally assessed. Students will complete the externally assessed practical component during year 11. Students develop a range of different skills from three main sectors which include interactive media products, audio and moving image and publishing sector. Students will learn a wide range of skills such as how to develop a range of media products across a range of systems and applications, analysing characteristics of existing media products and their relevant audience. Students will become aware of the different roles throughout the production of media products from different sectors. Students will complete project work that allows for the development of a portfolio that shows a range of different creative digital skills. Our assessment structure is designed to ensure students can apply their knowledge while developing industry required skills through exploring media production techniques. In addition, learners will be taught about different media production processes to enable reworking of media products. Learners will develop planning and production skills to create media products that clearly respond to a client brief. We have offered our students different opportunities to further develop their skills outside the classroom which is important to show them how to approach a task in the industry. Students have previously worked with BBC to develop a range of media products for different scenarios. They are given the opportunity to be mentored by professionals who have years of experience working on some of the most popular tv shows, radio channels, website development and graphic development teams. Creative enterprise projects have also been a big part of media</p> |                                       |  |   |  |   |



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|               | <p>where students have worked with local graphic design companies in order to develop digital image solutions that would be suitable to develop for a range of businesses. Media is an exciting exploration of the digital world and involves very different creative sectors.</p> |  |
| <b>Skills</b> | <p><b>R</b> Develop <b>RESILIENCE</b></p>  | <p>★ <i>Students need to tackle sensitive real world topics such as controversial topics and crisis situations. Irrespective of how sensitive and tough the students are learning, students will learn from these experiences.</i></p>       |
|               | <p><b>A</b> Possess <b>AMBITION</b></p>  | <p>★ <i>Students should show a desire to always improve based on constructive feedback and look to participate in group discussions and problem solving. Students should show a desire to always improve their digital media skills.</i></p> |
|               | <p><b>I</b> Demonstrate <b>INTEGRITY</b></p>   | <p>★ <i>Demonstrating and upholding strong moral and ethical values when learning specific topics throughout the year.</i></p>   |
|               | <p><b>S</b> Embed <b>Self-Discovery</b></p>  | <p>★ <i>Students have to reflect on topical issues such as media industry changes and issues. Students should be open to developing personal opinions and feelings, being mature enough to discuss in a group environment.</i></p>           |
|               | <p><b>E</b> Display <b>EMPATHY</b></p>   | <p>★ <i>Students need to listen to other people's views, experiences and opinions and be prepared to listen and understand differing viewpoints in order to develop their own personal opinion.</i></p>                                      |



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| <p><b>Curriculum Links</b></p>          | <ul style="list-style-type: none"> <li>● Creative Media has deep links with Digital IT, Art &amp; Design, English and builds on some knowledge developed in these areas. Students will learn a wide range of skills such as how to develop a range of media products across a range of systems and applications, analysing characteristics of existing media products and their relevant audience. Students will become aware of the different roles throughout the production of media products from different sectors. Students will be taught how to problem solve, examine, make connections, develop, communicate and collaborate which all interconnect to other subjects taught. Students will also develop their research, presentation and self-reflection skills which crossover with English. Our students thrive in Creative Media and we have many examples of learners proceeding to university, apprenticeships and into the world of business. Students will develop their knowledge and understanding of design and this links in with Digital IT and Art &amp; Design.</li> </ul> |
| <p><b>Assessment</b></p>                | <ul style="list-style-type: none"> <li>● Practical Assessment - Graphics checkpoint             <ul style="list-style-type: none"> <li>○ Checkpoint - Software Tools</li> </ul> </li> <li>● Practical Assessment - Professional Graphics checkpoint             <ul style="list-style-type: none"> <li>○ Checkpoint - Rasterization</li> </ul> </li> <li>● Practical Assessment - Magazine checkpoint             <ul style="list-style-type: none"> <li>○ Checkpoint - Magazine</li> </ul> </li> <li>● Written Assessment - Analysing and reviewing checkpoint             <ul style="list-style-type: none"> <li>○ Checkpoint - Analysing and reviewing</li> </ul> </li> <li>● Practical Assessment - Portfolio checkpoint             <ul style="list-style-type: none"> <li>○ Checkpoint - Portfolio</li> </ul> </li> <li>● Practical Assessment - Interactive media product checkpoint             <ul style="list-style-type: none"> <li>○ Checkpoint - Interactivity</li> </ul> </li> </ul>  |
| <p><b>Aspirations &amp; Careers</b></p> | <ul style="list-style-type: none"> <li>● Media offers an exciting opportunity for students to explore current trends within the digital world. This means that our students are equipped with the most recent skills, knowledge and training in order for them to excel in a media career or further studies for media. Our students thrive in BTEC Creative Media and we have many examples of learners proceeding to university, apprenticeships and working in the creative media sector. Students recognise that the digital media sector is a major source of employment in the UK where digital media skills span across multiple industries.</li> </ul>  |