



Curriculum Map - Creative Media Production (BTEC)

Year	Content	Assessment
9	<p>Introduction to Media theory/production skills</p> <p>Term 1:</p> <ul style="list-style-type: none"> • Photography • Analysis of media texts • Introduction to audience theory • Study of representation and genre across a range of media texts • Introduction to print based media production skills • Advertising/newspapers/magazines <p>Term 2: (Print based media production)</p> <ul style="list-style-type: none"> • Development of digital media product (mock of component 2) • Layout and design, e.g. alignment, balance, contrast, proximity, repetition, white space • Typography, e.g. serif and sans serif typefaces, fonts and font size, continuity, letter spacing and line height, readability • Photographic techniques, e.g. composition, image quality, lighting effects, depth of field, aesthetic • Image editing techniques, e.g. adding filters, colour and contrast, layering images, distorting images. <p>Term3:</p> <ul style="list-style-type: none"> • Responding to a brief • Generating ideas • Planning materials • Managing the production process • Monitoring and reviewing outcomes • Combining and refining content • Testing and exporting • Distribution 	<p>Assessments mirror the three main components for assessment.</p>
10	<p>Focus on music video, digital apps, advertising, print based media.</p> <p>Production of print based media product (advertising/newspapers/magazines)</p>	<p>Component 1: Exploring Media products Component 2: Developing Digital Media production skills</p>
11	<p>Content set by exam board for assessment</p>	<p>Component 3: Create a media product in response to a brief</p>