Creative Media Production (Pearson)	**Intent** Creative Media Production aims to enable students to demonstrate knowledge and understanding of: • Media industry practices through vocational learning • Media production and how to create media product • How meaning is created for audiences through different production techniques • Effective documentation of the production process • Responding to client briefs effectively		
Year 10	**Component 1: Exploring Media Products** (September - December)	**Component 3: Create a Media Product in Response to a Brief** (January– April)	**Component 2: Developing Digital Media Production Skills** (April – July)
Knowledge (facts, information, concepts and key terminology)	In this component, students will explore how media products are created for specific audiences and purposes in each of these sectors: audio/moving image, print and interactive media. Students will explore the relationship between genre, narrative and representation in media products. Students will explore a range of contemporary (post-2000) and historical (pre-2000) media products.	In this component, students will respond to client briefs to create a product in one of the following media sectors: audio/moving image, print or interactive. Students will engage in all processes from ideas generation, pre-production planning to creating a suitable digital media product. Students will monitor and review their work during the production process.	In this component, students will develop practical media production skills and techniques. Students will have the opportunity to specialise in one of the following media sectors: audio/moving image, print or interactive media. Students will develop practical skills and techniques and apply these skills and techniques to relevant pre-production, production and post-production processes when developing a media product.
Understanding (ability to connect and synthesise knowledge within a context)	Explore how media products are created to provide meaning and engage audiences. Considering different media product's purpose and how audiences engage with the product.	Understand how to develop ideas in response to a brief Develop planning materials in response to a brief Apply media production skills and techniques to the creation of a media product Create and refine a media product to meet the requirements of a brief	Develop and apply media pre-production processes, skills and techniques Develop and apply media production and post-production processes, skills and techniques to create a media product.
Skills (successful application of knowledge and understanding to a specific task)	Students will develop understanding of how media products are created for specific audiences using different media production techniques. Students will analyse the effects of production techniques and explore how audiences interpret the meaning communicated to audiences.	Students will explore different areas of media and use develop a variety of media production skills in preparation for responding to a client brief. Pupils will develop their ability to reflect on choices and decisions made when considering the success of a media product.	Students will explore different areas of media and use develop a variety of media production skills in preparation for responding to a client brief. Pupils will develop their ability to reflect on choices and decisions made when considering the success of a media product.
Formal Assessments (those done by all/vast majority of the cohort)	Mock assessment Component 1: Pupils will choose a media product to explore in a set theme focusing on purpose, audience, narrative, genre and representation.	Summative assessment Component 1: Exploring Media Products. 10 hours of supervised work for 60 marks available. Pupils will choose 3 media products to explore in the theme set by Pearson focusing on purpose, audience, narrative, genre and representation	Mock assessment Component 2: Pupils will create a media product in a set theme.

By the end of the year, students on course for at least a Level 2 Distinction…
- Apply appropriate media terminology accurately
- Identify audience and purpose of a range of media texts
- Independently analyse the meaning created for the audience from a range of media texts
- Demonstrate good use of technology in production work
- Independently manage and reflect on production projects