



**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

<b>Year 11</b>	<b>Component 3: Create a Media Product in Response to a Brief (September - December)</b>	<b>Component 3: Create a Media Product in Response to a Brief (January– May)</b>	
<b>Knowledge</b> (facts, information, concepts and key terminology)	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 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.	
<b>Understanding</b> (ability to connect and synthesise knowledge within a context)	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.	
<b>Skills</b> (successful application of knowledge and understanding to a specific task)	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	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	
<b>Formal Assessments</b> (those done by all/vast majority of the cohort)	Summative assessment Component 2: Developing Digital Media Production Skills. Pupils will create a media product in the theme set by Pearson. 10 hours supervised sessions and 60 marks available.	Summative assessment Component 3: Developing Digital Media Production Skills Pupils will respond to a client brief by creating a media product that satisfies all the requirements of the brief. A portfolio will be submitted. 10 hours supervised sessions and 60 marks available.	

**By the end of the year, students on course for level 2 distinction**

- Be confident in independently researching media industry and audiences
- Be able to manage a project and record the processes undertaken
- Reflect critically on their work
- Demonstrate excellent use of technology in production work
- Create media products that reach the intended audience and satisfy the client brief.