

Skill	Logo	Year 9	Year 10	Year 11	Link to BTEC Speciation
Analysis		<p>Unit of Study: Understanding Media Language (internal assessment)</p> <p>Assessment: Students are required to create a booklet and an accompanying video in order to educate other students about the use of media language in media products</p> <p>Bright Sparks: Analyse the use of media language across a range of media products</p>	<p>Unit of Study: Component 1: Exploring Media Products</p> <p>Assessment: Students will investigate, explore and analyse chosen media products across the different platforms</p> <p>Bright Sparks: A.2D1 Analyse the relationships between media products, their purpose and specific audiences using considered examples across all the three media sectors. B.2D2 Analyse the relationship between genre, narrative, representation and how production techniques are used to effectively create meaning and engage selected audiences, with reference to considered examples of media products.</p>	<p>Unit of Study: Component 3: Create a Media Product in Response to a Brief</p> <p>Assessment: Students will research different media products in order to be able to apply the correct techniques to their own production</p> <p>Bright Sparks: Level 2 Distinction (part) students will be able to analyse existing media products effectively with reference to specific examples (Researching similar existing products to understand the market place/competition: products: mainstream, niche, alternative, generic, unconventional/textual analysis of the technical and stylistic codes/content analysis to establish the contents, order and sequencing.)</p>	<p>Component 1: Exploring Media Products</p> <p>Learning aims</p> <p>A Investigate media products B Explore how media products are created to provide meaning and engage audiences</p> <p>Component 3: Create a Media Product in Response to a Brief</p> <p>AO1 Understand how to develop ideas in response to a brief AO2 Develop planning materials in response to a brief</p>
Planning		<p>Unit of Study: Into Film Competition/Magazine Production/Web Design (internal assessment)</p> <p>Assessment: Students will carry out planning for the above practical production units in-line with industry standards</p> <p>Bright Sparks: Demonstrate imaginative application of pre-production, production and post-production skills and techniques</p>	<p>Unit of Study: Component 2: Developing Digital Media Production Skills</p> <p>Assessment: Students will carry out planning for their practical production in-line with industry standards</p> <p>Bright Sparks: A.2D1 Demonstrate Comprehensive development of media production skills and techniques, through creative experimental practical work. B.2D2 Demonstrate imaginative application of pre-production, production and post-production skills and techniques when reworking aspects of an existing media product leading to creative outcomes.</p>	<p>Unit of Study: Component 3: Create a Media Product in Response to a Brief</p> <p>Assessment: Students will be required to generate ideas for a media product in response to a given brief and produce industry standard pre-production materials</p> <p>Bright Sparks: Level 2 Distinction (part) Learners will respond effectively to the requirements of the brief. They will generate and explain a highly effective idea for a media product. They will produce highly detailed and relevant preproduction materials, which will be complete in all aspects and suitable for use as working documents and will reveal a clear understanding of the production process.</p>	<p>Component 2: Developing Digital Media Production Skills</p> <p>Learning aims</p> <p>A Develop media production skills and techniques B Apply media production skills and techniques C Review own progress and development of skills and practices.</p> <p>Component 3: Create a Media Product in Response to a Brief</p> <p>AO2 Develop planning materials in response to a brief</p>
Creative		<p>Unit of Study: Into Film Competition/Magazine Production/Web Design (internal assessment)</p> <p>Assessment: Students are required to develop, plan and produce an idea for a media product for the above practical production units</p> <p>Bright Sparks: Demonstrate imaginative application of pre-production, production and post-production skills and techniques</p>	<p>Unit of Study: Component 2: Developing Digital Media Production Skills</p> <p>Assessment: Students are required to develop, plan and produce an idea for a media product, based on an existing product, reworking this for a contemporary audience</p> <p>Bright Sparks: A.2D1 Demonstrate comprehensive development of media production skills and techniques, through creative experimental practical work. B.2D2 Demonstrate imaginative application of pre-production, production and post-production skills and techniques when reworking aspects of an existing media product leading to creative outcomes.</p>	<p>Unit of Study: Component 3: Create a Media Product in Response to a Brief</p> <p>Assessment: Students will be required to generate ideas for a media product in response to a given brief and produce industry standard pre-production materials</p> <p>Bright Sparks: Level 2 Distinction (part) Learners will respond effectively to the requirements of the brief. They will generate and explain a highly effective idea for a media product. They will produce highly detailed and relevant preproduction materials, which will be complete in all aspects and suitable for use as working documents and will reveal a clear understanding of the production process.</p>	<p>Component 2: Developing Digital Media Production Skills</p> <p>Learning aims</p> <p>A Develop media production skills and techniques B Apply media production skills and techniques</p> <p>Component 3: Create a Media Product in Response to a Brief</p> <p>AO2 Develop planning materials in response to a brief AO3 Apply media production skills and techniques to the creation of a media product AO4 Create and refine a media product to meet the requirements of a brief</p>
Technical		<p>Unit of Study: Into Film Competition/Magazine Production/Web Design (internal assessment)</p> <p>Assessment: Students are required to use professional software and equipment to produce their own media products for the above practical production units</p> <p>Bright Sparks: Demonstrate imaginative application of pre-production, production and post-production skills and techniques</p>	<p>Unit of Study: Component 2: Developing Digital Media Production Skills</p> <p>Assessment: Students are required to use professional software and equipment to produce their own media products, to industry standards</p> <p>Bright Sparks: A.2D1 Demonstrate comprehensive development of media production skills and techniques, through creative experimental practical work. B.2D2 Demonstrate imaginative application of pre-production, production and post-production skills and techniques when reworking aspects of an existing media product leading to creative outcomes.</p>	<p>Unit of Study: Component 3: Create a Media Product in Response to a Brief</p> <p>Assessment: Students are required to use professional software and equipment to produce their own media products, to industry standards, in response to a given brief</p> <p>Bright Sparks: Level 2 Distinction (part) Learners will be adept at using skills and techniques to carry out practical tasks and will be able to gather effective content for their production. Key areas for improvement will be identified and acted upon effectively. The final product will be imaginative and technically efficient in order to meet all of the client's needs and appeal to the target audience.</p>	<p>Component 2: Developing Digital Media Production Skills</p> <p>Learning aims</p> <p>A Develop media production skills and techniques B Apply media production skills and techniques</p> <p>Component 3: Create a Media Product in Response to a Brief</p> <p>AO2 Develop planning materials in response to a brief AO3 Apply media production skills and techniques to the creation of a media product AO4 Create and refine a media product to meet the requirements of a brief</p>
Evaluation		<p>Unit of Study: Into Film Competition/Magazine Production/Web Design (internal assessment)</p> <p>Assessment: Students are required to reflect on their own pre-production and production work in the form of a written evaluation for the above practical production units</p> <p>Bright Sparks: Analyse own development and application of skills and techniques, using considered examples to identify strengths and set targets for improvement.</p>	<p>Unit of Study: Component 2: Developing Digital Media Production Skills</p> <p>Assessment: Students are required to reflect on their own pre-production and production work in the form of a written evaluation</p> <p>Bright Sparks: C.2D3 Analyse own development and application of skills and techniques, using considered examples to identify strengths and set targets for improvement.</p>	<p>Unit of Study: Component 3: Create a Media Product in Response to a Brief</p> <p>Assessment: Students are required to continuous evaluate their product and make amendments accordingly</p> <p>Bright Sparks: Level 2 Distinction (part) The final product will be imaginative and technically efficient in order to meet all of the client's needs and appeal to the target audience.</p>	<p>Component 2: Developing Digital Media Production Skills</p> <p>Learning aims</p> <p>C Review own progress and development of skills and practices.</p> <p>Component 3: Create a Media Product in Response to a Brief</p> <p>AO4 Create and refine a media product to meet the requirements of a brief</p>