



Media Curriculum Overview

Curriculum Intent: The focus of the Media curriculum here at Wednesfield Academy is to progress and advance pupils' media skills and techniques with a specific focus on film production. Pupils will explore a range of pre and postproduction techniques within different media sectors. Our goal is for the pupils to gain confidence and communication skills as well as being able to collaborate with others to create and pitch presentations. The teaching staff supports pupil's creative intentions and offer opportunities for pupils to showcase their work.

Curriculum Rationale: At Level 2 BTEC pupils will be introduced to media products for the first time and will develop foundational knowledge and practical skills before starting their examination work. As the course continues pupils will move onto planning, creating and evaluating their own media products giving them the knowledge for Level 3. This is where the pupils will be required to do four examinations with two being chosen by the teacher and two mandatories from the exam board which cover extended knowledge of media sectors and representations.

Year Group	Autumn 1	Autumn 2	Spring	Summer
11 (BTEC Level 2)	<u>Component 2 – Developing Digital Media Production Skills</u> Pupils will develop media production skills and techniques to develop media preproduction and postproduction skills and techniques.	<u>Component 1 – Exploring Media Products</u> Pupils will look at a range of past and present media products such as podcasts, magazines, and apps. Pupils will examine how media products engage.	<u>Component 3 – Create a media product in response to a brief.</u> Pupils will develop their ideas in response to a brief by looking specifically at target audience, creation of a product and developing their skills throughout.	
12 (BTEC Level 3)	<u>Unit 1: Media Representations</u> Pupils will consider how different media representations are constructed by media producers to create meaning, messages, and values. They must analyse media texts to deconstruct representations and decode messages and evaluate their effectiveness and impact.		<u>Unit 4: Pre-Production portfolio</u> Pupils study the requirements of planning and delivering a digital media product, carrying out essential pre-production tasks and creating a pre-production portfolio. The knowledge, skills, and experience that the pupils gain in this unit will give them transferable creative media production skills.	
13 (BTEC Level 3)	<u>Unit 8 – Responding to a Commission</u> This unit considers the commissioning process and how media producers respond to clients by generating ideas using a range of skills. In this unit pupils understand how to respond to a commission brief with ideas based on the required content, style, audience, purpose, and approach by the client.		<u>Unit 10 – Film Production Fiction</u> This unit will focus on the process of producing a short narrative film or film extract that uses generic conventions. Pupils will prepare for a film production by creating and gathering the materials to successfully produce their product.	

