



Curriculum Intent: The focus of the Media curriculum here at Wednesfield Academy is to progress and advance students media skills and techniques with a specific focus on film production. Students will explore a range of pre and postproduction techniques within different media sectors. Our goal is for the students 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 students to showcase their work.

Curriculum Rationale: At Level 2 BTEC the Students 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 the students will move onto planning, crating and evaluating their own media products giving them the knowledge for Level 3. This is where the students 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 1	Spring 2	Summer 1	Summer 2
11 (BTEC Level 2)	<u>Component 2 – Developing Digital Media Production Skills</u> Students will develop media production skills and techniques to develop media preproduction and postproduction skills and techniques.	<u>Component 1 – Exploring Media Products</u> Students will look at a range of past and present media products such as podcasts, magazines, and apps. Students will examine how media products engage.	<u>Component 3 – Create a media product in response to a brief.</u> Students 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> Learners 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> Learners 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 students 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 students 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. Students will prepare for a film production by creating and gathering the materials to successfully produce their product.			