

Long Term Departmental Planning Overview		Subject: Creative Media					
<p><b>Intention:</b> Creative Media at Altrincham College enables students to acquire technical knowledge and skills through vocational contexts by applying the learned knowledge and processes that are related to investigating, exploring and creating media products.</p> <p>The BTEC qualifications that are studied at Levels 1, 2 and 3, aim to develop sector-specific knowledge and skills in a practical learning environment.</p> <p>The main focus is on four areas of equal importance, which cover the:</p> <ul style="list-style-type: none"> <li>• development of key skills, such as investigating and developing ideas through pre-production, production and post-production of media products</li> <li>• process that underpins effective ways of working in creative media production, such as responding to briefs and feedback, planning and generating ideas</li> <li>• attitudes that are considered most important in creative media production, including personal management and communication</li> <li>• knowledge that underpins effective use of skills, process and attitudes in the sector such as production processes and techniques.</li> </ul>							
Year	Curriculum Title	HT1 topics	HT2 topics	HT3 topics	HT4 topics	HT5 topics	HT6 topics
10	Level ½ Tech Level BTEC Creative Media Production	<p><u>Component 1:</u> Exploring Media Products <b>A: Media products, audiences and purpose</b></p> <p><i>Investigation of a range of media products in terms of their Audience and Purpose (music videos, trailers, print adverts, computer games).</i></p>	<p><u>Component 1:</u> Exploring Media Products <b>A: Media products, audiences and purpose</b></p> <p><i>Investigation of a range of media products in terms of their Audience and Purpose (music videos, trailers, print adverts, computer games).</i></p>	<p><u>Component 3:</u> Responding to a brief (externally set task)</p> <p><i>Research, plan and produce a print media product in response to a brief set by the exam board.</i></p> <p><i>Stage 1: Ideas Log</i></p>	<p><u>Component 3:</u> Responding to a brief (externally set task)</p> <p><i>Research, plan and produce a print media product in response to a brief set by the exam board.</i></p> <p><i>Stage 2: Annotated draft designs</i></p>	<p><u>Component 3:</u> Responding to a brief (externally set task)</p> <p><i>Research, plan and produce a print media product in response to a brief set by the exam board.</i></p> <p><i>Stage 3: create final product</i></p>	<p><u>Component 1:</u> Exploring Media Products <b>B: Genre, narrative, representation and audience interpretation</b></p> <p><i>Exploring how media products are created to provide meaning and engage audiences (camera techniques, lighting, sound, costume, design techniques etc.).</i></p>

11		<p><b>Component 1:</b> Exploring Media Products <b>B: Genre, narrative, representation and audience interpretation</b></p> <p><i>Exploring how media products are created to provide meaning and engage audiences (camera techniques, lighting, sound, costume, design techniques etc.).</i></p>	<p><b>Component 2:</b> Developing Digital Media Production Skills <b>A: Practical Skills and Techniques portfolio</b></p> <p><i>Developing skills and techniques in publishing, page-layout and journalism.</i></p>	<p><b>Component 2:</b> Developing Digital Media Production Skills <b>A: Practical Skills and Techniques portfolio</b></p> <p><i>Developing skills and techniques in publishing, page-layout and journalism.</i></p>	<p><b>Component 2:</b> Developing Digital Media Production Skills <b>B: Apply Media Production Skills</b></p> <p><i>Reworking an existing magazine concept and producing a number of professional page layouts.</i></p>	<p><b>Component 2:</b> Developing Digital Media Production Skills <b>B: Apply Media Production Skills</b></p> <p><i>Reworking an existing magazine concept and producing a number of professional page layouts.</i></p>	STUDY LEAVE
Subject: <b>Creative Digital Media (Extended Certificate) 2019-2021</b>							
12	<p><i>Level 3 Extended Cert BTEC Creative Digital Media Production</i></p>	<p><b>Unit 1:</b> preparation for External Assessment in January</p> <p><b>Unit 14 LOA:</b> Understand the considerations, codes and conventions of a specific genre of magazine for print and digital platforms</p>	<p><b>Unit 1</b> preparation for External Assessment in January</p> <p><b>Unit 14 LOA:</b> Understand the considerations, codes and conventions of a specific genre of magazine for print and digital platforms</p>	<p><b>Unit 1</b> external assessment</p> <p><b>Unit 14 LOB:</b> Develop materials for magazine production</p>	<p><b>Unit 14 LOB:</b> Develop materials for magazine production</p>	<p><b>Unit 14 LOC:</b> Produce magazine layouts in the codes and conventions of a genre</p>	<p><b>Unit 14 LOC:</b> Produce magazine layouts in the codes and conventions of a genre</p>

13		<p><b>Unit 8</b> preparation for External Assessment in January</p> <p><b>Unit 4 LOA:</b> Understand the requirements of pre-production of a digital media product</p>	<p><b>Unit 8</b> preparation for External Assessment in January</p> <p><b>Unit 4 LOA:</b> Understand the requirements of pre-production of a digital media product</p>	<p><b>Unit 8</b> external assessment</p> <p><b>Unit 4 LOB:</b> Carry out pre-production for a digital media product</p>	<p><b>Unit 4 LOC:</b> Produce a pre-production portfolio for a creative media production</p>	<p><b>Unit 4 LOD:</b> Review pre-production of a digital media product.</p>	STUDY LEAVE
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**Subject: Creative Digital Media (Extended Diploma) 2019-2021**

12	<p><i>Level 3 Extended Diploma BTEC Creative Digital Media Production</i></p>	<p><b>Unit 1:</b> preparation for External Assessment in January</p> <p><b>Unit 3:</b> preparation for External Assessment in January</p> <p><b>Unit 32 LOA:</b> Understand media, techniques and processes for concept art for games</p>	<p><b>Unit 19 LOA:</b> Examine the role of a scriptwriter</p> <p><b>Unit 1</b> preparation for External Assessment in January</p> <p><b>Unit 3</b> preparation for External Assessment in January</p> <p><b>Unit 32 LOA:</b> Understand media, techniques and processes for</p>	<p><b>Unit 19 LOB:</b> Explore scriptwriting formats and conventions for media products</p> <p><b>Unit 1</b> external assessment</p> <p><b>Unit 3</b> External Assessment</p> <p><b>Unit 32 LOB:</b> Develop ideas for concept art for a digital game</p> <p><b>Unit 6 LOC:</b> Produce a cross-</p>	<p><b>Unit 19 LOB:</b> Explore scriptwriting formats and conventions for media products</p> <p><b>Unit 32 LOB:</b> Develop ideas for concept art for a digital game</p> <p><b>Unit 6 LOC:</b> Produce a cross-platform media campaign</p> <p><b>Unit 14 LOB:</b> Develop materials for</p>	<p><b>Unit 19 LOC:</b> Produce scripts for media products</p> <p><b>Unit 32 LOB:</b> Develop ideas for concept art for a digital game</p> <p><b>Unit 6 LOC:</b> Produce a cross-platform media campaign</p> <p><b>Unit 14 LOC:</b> Produce magazine layouts in the codes and</p>	<p><b>Unit 19 LOC:</b> Produce scripts for media products</p> <p><b>Unit 32 LOC:</b> Produce concept art for a digital game for a specific audience and purpose.</p> <p><b>Unit 6 LOD:</b> Review a cross-platform media campaign</p> <p><b>Unit 14 LOC:</b> Produce</p>
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		<p><b>Unit 6 LOA:</b> Understand the purpose and features of media campaigns</p> <p><b>Unit 14 LOA:</b> Understand the considerations, codes and conventions of a specific genre of magazine for print and digital platforms</p> <p><b>Unit 15 LOA:</b> Understand the codes and conventions of advertising production</p>	<p>concept art for games</p> <p><b>Unit 6 LOB:</b> Develop a cross-platform media campaign</p> <p><b>Unit 14 LOA:</b> Understand the considerations, codes and conventions of a specific genre of magazine for print and digital platforms</p> <p><b>Unit 15 LOA:</b> Understand the codes and conventions of advertising production</p>	<p>platform media campaign</p> <p><b>Unit 14 LOB:</b> Develop materials for magazine production</p> <p><b>Unit 15 LOA:</b> Understand the codes and conventions of advertising production</p>	<p>magazine production</p> <p><b>Unit 15 LOB:</b> Prepare material for an advertising production</p>	<p>conventions of a genre</p> <p><b>Unit 15 LOB:</b> Prepare material for an advertising production</p>	<p>magazine layouts in the codes and conventions of a genre</p> <p><b>Unit 15 LOB:</b> Prepare material for an advertising production</p>
13		<p><b>Unit 32 LOC:</b> Produce concept art for a digital game for a specific audience and purpose.</p> <p><b>Unit 5</b> preparation for External</p>	<p>.</p> <p><b>Unit 32 LOC:</b> Produce concept art for a digital game for a specific audience and purpose.</p> <p><b>Unit 5</b> preparation for External</p>	<p><b>Unit 5</b> external assessment</p> <p><b>Unit 8</b> external assessment</p> <p><b>Unit 4 LOB:</b> Carry out pre-production for a digital media product</p>	<p><b>Unit 4 LOC:</b> Produce a pre-production portfolio for a creative media production</p> <p><b>Unit 21 LOC:</b> Create a digitally edited sequence</p>	<p><b>Unit 4 LOD:</b> Review pre-production of a digital media product.</p> <p><b>Unit 21 LOC:</b> Create a digitally edited sequence for a specific purpose.</p>	STUDY LEAVE

		<p>Assessment in January</p> <p><b>Unit 8</b> preparation for External Assessment in January</p> <p><b>Unit 4 LOA:</b> Understand the requirements of pre-production of a digital media product</p> <p><b>Unit 21 LOA:</b> Understand the techniques and applications of editing for film and television</p> <p><b>Unit 10 LOA:</b> Understand codes and conventions of fictional film production</p> <p><b>Unit 2 LOA:</b> Understand employment and career opportunities in the media industry</p>	<p>Assessment in January</p> <p><b>Unit 8</b> preparation for External Assessment in January</p> <p><b>Unit 4 LOA:</b> Understand the requirements of pre-production of a digital media product</p> <p><b>Unit 21 LOB:</b> Explore the use of editing tools, techniques and conventions for a specific purpose</p> <p><b>Unit 10 LOA:</b> Understand codes and conventions of fictional film production</p> <p><b>Unit 2 LOB:</b> Understand the structure and job roles in a media sector</p>	<p><b>Unit 21 LOB:</b> Explore the use of editing tools, techniques and conventions for a specific purpose</p> <p><b>Unit 10 LOB:</b> Produce material for a fictional film of a specified genre</p> <p><b>Unit 2 LOC:</b> Produce profiles to gain employment in the media industry</p>	<p>for a specific purpose.</p> <p><b>Unit 10 LOB:</b> Produce material for a fictional film of a specified genre</p> <p><b>Unit 2 LOD:</b> Use networking techniques to explore employment opportunities in the media industry.</p>	<p><b>Unit 10 LOC:</b> Apply post-production techniques to a fictional film utilising codes and conventions of a specified genre</p> <p><b>Unit 2 LOD:</b> Use networking techniques to explore employment opportunities in the media industry.</p>	
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