

# BTEC Creative Media Learning Journey

## Pearson BTEC (D\*- P1) Business

Progression to next stage of learning – Level 3 Creative Digital Media Production

<p><b>BTEC Exam</b> Part A: Research &amp; planning of idea based on brief Part B: Creation of products</p>	<p><b>Component 3 Exam</b> Planning and development of ideas based on exam brief. Reviewing and refinement of work. Mock practical exams.</p>	<p><b>Component 3 - Exam Brief</b> Analysis of past examples. Researching and Developing resources and materials based on externally set exam brief.</p>
---	---	--

**Key Concept: Development of ideas and research of existing products based on practical Exam brief. Creation of draft designs and testing prior to practical exam.**

<p><b>Component 2 Planning</b> Students respond to the externally set Coursework brief. Research of existing products Planning &amp; Development of own product based on Brief</p>	<p><b>Component 2</b> Producing and refining own product based on the brief. Review and Refine skills write-up of product Evaluation of final products</p>
--	--

Year  
II

**Key Concept: Responding to and development of products and ideas that fit the externally set coursework and exam briefs. Application and refinement of developed Photoshop practical skills to produce products.**

<p><b>Responding to a Design Brief</b> Producing a media campaign based on a set internal brief. Designing and Developing a product based on Component 2 format. Review and Refine of finished Products</p>	<p><b>Photoshop Basics</b> Basic Set-up and Resolution Transform and Free-Transform Tools Lasso, Wand &amp; Quick Selection Tools Non-Destructive Colour and Image Correction Typography &amp; Clipping Masks</p>
---	---

**Key Concept: Responding to an externally set coursework brief, where student research and analyse a range of media products and platforms.**

<p><b>Responding to a Brief Part B</b> Responding to the Component One coursework brief. Research &amp; analysis of broadcast products linked to brief. First part of coursework produced</p>	<p><b>Responding to a Brief Part A</b> Analysis of three media products based on Component 1 brief. Research of Audiences &amp; Demographics Primary and Secondary Research</p>
---	---

**Key Concept: To produce two written reports based on the externally set brief, using knowledge and skills gained from the first term.**

<p><b>Developing and Analysing Media Products</b> Print analysis &amp; Draft Designs Uses &amp; Gratifications Theory Colour Theory Camera angles &amp; Sound Film Editing &amp; Storyboarding</p>	<p><b>Media Platforms and Knowledge Builder</b> Representation Media Platforms, Broadcast, Emedia &amp; Print Primary &amp; Secondary Audiences Demographics Product codes &amp; conventions</p>	<p>Year 10</p>
--	--	--------------------

**Key Concept: Learning and understanding the key fundamentals of media and media products, across all three media platforms. Helping students understand technical aspects of media and how these help products appeal to their target audiences.**