OVERVIEW

Students will develop key skills that prove their aptitude in creative media production such as investigating and developing ideas through pre-production, production and post-production of media products. The process of the course underpins effective ways of working in creative media production, such as responding to briefs and feedback, planning and generating ideas.

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Component 1
Learning Outcome, A: Media products, audiences, and purpose
- Introduction to media products (Students will focus on three main areas: publishing [*newspapers, magazines, comics*], interactive [*websites, mobile apps, video games, mobile games, online games*], moving image [*TV programmes, films, music videos, animations, radio broadcasts*])
- Target Audience (*gender, age, socio-economic groupings, lifestyle profiles*)
- Purpose (*information, entertainment, escapism, profit, community benefit, raising awareness, critical acclaim, inspiration, innovation*)
- Research (primary/secondary)
- Media research
- Contemporary, historical media products.
- Context of production
- Audience interpretation

Learning outcome, B: Explore *how media products are created to provide meaning and engage audiences*
- Research a range of genres
- Narrative

Assessment:

Complete Component 1 Assignment (Learning Outcome A)

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Component 1:

Learning outcome B: Explore how media products are created to provide meaning and engage audiences
- Representation of people, places, issues and events
- Print media products

Component 2
Learning outcome A: Develop and apply media pre-production processes, skills and techniques

- Media pre-production processes and practices (generate ideas, practical experimentation, review ideas)
- Create mood boards, a house style, thumbnails, sketches, page mock-ups
- Software: Photopea

Assessment:

Complete Component 1 Assignment.

Released Feb. Hand in date May-moderation sample to be completed by June.

10 hour coursework-guidance.

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Component 2/3

Learning outcome B: Explore how media products are created to provide meaning and engage audiences

- Production and post-production processors and practices (workflow, assets, experimentation with different techniques, exporting for digital distribution)
- Skills for the print sector (writing and editing copy, taking photographs, image editing, image manipulation, creating graphics)
- Media post-production skills and techniques (creating page layouts, creating visual impact, designing print products, editing text)

Assessment:

Practical Assessment Component 2 Assignment. Practical skills.

Useful resources for supporting your child at home:
Graphics software:
www.photopea.com
Snapseed (App)
Pixlr (App)

Homework:
Creating moodboards (digital/physical)
Opportunity to watch the films you have chosen to analyse
Practice Photopea skills : Sue Farrimond Tutorials - Creating Media Products (google.com)