

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.

Autumn

Component 1 (Exploring Media Products)

- 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*)
- Context of production
- Audience interpretation
- Research a range of genres
- Narrative

Assessment:

Complete Component 1 (PSA)
This is worth 30% of the final grade

Spring

Component 1 (Exploring Media Products)

- Contemporary, historical media products.
- Research (primary/secondary)
- Media research
- Representation of people, places, issues and events

**Component 2 (Developing Digital Media Production Skills)
Practical Workshops**

- Media pre-production processes and practices (generate ideas, practical experimentation, review ideas, research)
- Typography- Text overlaid, text wrapping, attaching text to a path, Interleaving, drop cap
- Creating mastheads, creating puff/plugs, Editing digital images, face distortion
- Clone tool, spot healing brush tool, double exposure, rubber tool mastering layers (surrealism photography), Creating a grid

Assessment:

Complete Component 1 (PSA)
This is worth 30% of the final grade

Summer

Component 2 (Developing Digital Media Production Skills)

- Evidence of review ideas (expand, reject and refine ideas)
- Create mood board, house style, thumbnails, sketches, page mock ups

Component 3 Practice Workshops (Create a Media Product in Response to a Brief) (Prep work for January 2026 Assessment window)

- Spot healing brush tool/Clone tool, Gradient tool, Double exposure effect, Rubber tool mastering layers (surrealism photography)
- Drop cap
- SWOT Analysis

Assessment:

Complete Component 2 (PSA)
This is worth 30% of the final grade

Component 3 Practice workshops

- **Section A** – short knowledge recall questions which interleave previous topics. (Written)
- **Section B** – (Evidence of practical skills for production ie: creating page layouts, creating visual impact, designing print products) Students will be assessed on not only their practical skills but also their written

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 \(google.com\)](http://Sue Farrimond Tutorials - Creating Media Products (google.com))