



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*)
- Research (primary/secondary)
- Media research
- Contemporary, historical media products.
- Context of production
- Audience interpretation
- Research a range of genres
- Narrative
- Representation of people, places, issues and events

Assessment:

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

Spring

Component 2 (Developing Digital Media Production Skills)

- Media pre-production processes and practices (generate ideas, practical experimentation, review ideas, research)
- Create mood board, house style, thumbnails, sketches, page mock ups
- Evidence of review ideas (expand, reject and refine ideas)

Assessment:

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

Summer

Component 2 (Developing Digital Media Production Skills)

- 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
- Strap/banner (including the page layouts, pull quotes, using white space, running heads)

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 that 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 not only on their practical skills but also on their written annotations.
WCF (whole class feedback)

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 \(google.com\)](https://www.suefarrimond.com/tutorials/creating-media-products/)