



Wootton Upper School

BTEC Tech Award in Creative Media Production

CREATIVE MEDIA BTEC

LEARNING JOURNEY



Sitting external exam in May

Creating media product in response to exam brief

Exam preparation: research and planning

Using Adobe Premiere to edit and export brief response
Component 3: External exam

Responding to a brief – making a video following one of two options



Practicing review logs and documenting production



Deconstructing narrative, representation, lighting, shot types, cinematography, mise-en-scene

Component 2: Develop Media production skills

Developing narratives and storylines – creating storyboards and shot lists

Creating our practice Horror short – The Corridor



YEAR 11

Evaluating and reviewing skills



Purposes of media products – information, entertainment, escapism, etc

Primary and secondary target audiences

Analysis of TV programmes, films, newspapers, magazines, websites, mobile apps, computer games

Production skills – framing, video editing, exporting



YEAR 10

YEAR 9

Audience demographics – gender, age, socio-economic groupings, lifestyle profiles

Deconstruction of audience consumption

Component 1: Investigating Media Products

Look out for opportunities: we often offer enrichment sessions or taster events if are interested in taking Media as an option

Previous experience editing or making video helpful but not required



Wootton Academy Trust