

Year 10 Overview 2025-26 – BTEC Tech Awards in Creative Media Production

KEY:

Component 1: Exploring Media Products

Component 2: Developing Digital Media Production Skills

Component 3: Create a Media Product in Response

Date	Wk	Week	Units Studied & Learning Outcomes	Key Concepts & Assessment
8 weeks (20 Lessons) (38Days)				
Tues 2-Sep Y7 only Wed-whole school	A	1	<ul style="list-style-type: none">• <u>Overview of Unit/No. lessons</u> Component 1: Exploring Media Products Guided Learning Hours (GLH): 36 Supervised Hours (SH): 10• <u>Lesson Sequence of Content:</u> GLH 2 – Research methods GLH 2 – Media sectors GLH 3 – Purpose of media products GLH 4 – Audience response SH 3 – End of unit assessment• <u>Unit Learning Outcomes:</u> ➤ Investigate media products.• <u>Lesson Sequence of Content:</u> GLH 2 – Genre GLH 2 – Narrative GLH 2 – Representation	<ul style="list-style-type: none">• Foundational Concepts In this unit, students will develop their understanding of the relationship between media products, their audiences and purposes. Students must explore media products from each of the three sectors: audio/moving image, print and interactive. Students will develop their understanding of how media products combine genre, narrative and representation to create meaning for audiences.• Key vocabulary Audio/Moving Image, Print, Interactive, Entertain, Inform, Educate, Persuade, Primary Audience / Secondary Audience, Demographics, Preferred, Negotiated, Oppositional, Uses and Gratifications, Genre, Sub-genre, Narrative, Point of view, Characterisation, Themes, Setting, Mode of address, Representation, Stereotyping, Camerawork, Mise-en-scène, Editing, Sound, Layout, Typography, Photographic techniques, Image editing, Interactivity, User interface, Usability• Commentary<ul style="list-style-type: none">✓ Audiences – age, gender, ethnicity.✓ Primary and secondary audiences.✓ The purposes of media products.✓ Socio-economic groups and lifestyle profiles.✓ The relationship between media products and their audiences and purposes✓ Media products, audiences and purpose✓ Introduction to assessment and initial research
8-Sep	B	2		
15-Sep (INSET Friday)	A	3		
22-Sep	B	4		
29-Sep	A	5		
6-Oct	B	6		
13-Oct	A	7		
20-Oct	B	8		
Half-Term 7 weeks (17-18 lessons) (35 Days)				
3-Nov	A	9	<ul style="list-style-type: none">GLH 5 – Symbolic codesGLH 7 – Technical codesGLH 7 – Written codesSH 7 – End of unit assessment• <u>Unit Learning Outcomes:</u> ➤ Explore how media products are created to provide meaning and engage audiences.	<ul style="list-style-type: none">• Commentary cont....<ul style="list-style-type: none">✓ How genres change through time.✓ The use of setting in genre and narrative; narrative themes.✓ Characterisation.✓ Representation.✓ Audience interpretation.✓ Mise-en-scène – relevant for all three sectors.✓ Lighting – relevant for all three sectors.✓ Sound – relevant for all audio/moving image and interactive.• Assessment - Written report in Exam conditions The report must include media products past and present across the three sectors, and analyse:<ul style="list-style-type: none">• the target audience for each product• the purpose of each product
10-Nov	B	10		
17-Nov	A	11		
24-Nov	B	12		
1-Dec	A	13		
8-Dec	B	14		

15-Dec	A	15	Deadline for mark submission and upload of work of sampled learners for internal assessments	<ul style="list-style-type: none">the relationship between product, target audience and purpose.
Christmas Holiday6 weeks (15 lessons) (30 Days)				
5-Jan	B	16	<ul style="list-style-type: none">Overview of Unit/No. lessonsComponent 2: Developing Digital Media Production SkillsGuided Learning Hours (GLH): 36Supervised Hours (SH): 10Lesson Sequence of Content: GLH 2 – Media pre-production processes and practices GLH 9 – Media pre-production skills and techniques SH 3 – End of unit assessmentUnit Learning Outcomes: ➤ Develop and apply media pre-production processes, skills and techniques.	<ul style="list-style-type: none">Foundational Concepts In this unit, students will participate in workshops and classes to develop media planning, pre-production and production skills and techniques appropriate to one of the following media sectors: audio/moving image, print or interactive media. Students will apply pre-production, production and post-production processes, practices, skills and techniques to create a media product in response to a creative brief.Key vocabulary Creative brief, Media sector, Pre-production, Planning, Storyboard, Script, Screenplay, Wireframe, Mood board, Mock-up, Asset, Workflow, Export, File format, Post-production, Editing, Visual effects, Audio effects, Motion graphics, Typography, Page layout, Interactivity, Prototype, Usability, Iteration, Feedback, RefinementCommentary Pre-production & Planning<ul style="list-style-type: none">✓ Researching the brief and target audience✓ Generating and developing original ideas✓ Using mood boards, sketches, wireframes, and storyboards✓ Refining ideas through feedback and experimentation
12-Jan	A	17		
19-Jan	B	18		
26-Jan	A	19		
2-Feb	B	20		
9-Feb	A	21		
Half-Term6 weeks (15 lessons) (28 Days)				
23-Feb	B	22	<ul style="list-style-type: none">Lesson Sequence of Content: GLH 7 – Media production and post-production processes and practices GLH 7 – Media production skills and techniques GLH 7 – Media post-production skills and techniques	<ul style="list-style-type: none">Commentary cont.... Pre-production Documents<ul style="list-style-type: none">✓ Audio/moving image – shot lists, scripts, storyboards✓ Print – page mock-ups, house styles, thumbnails✓ Interactive – structure charts, wireframes, game design documentsProduction Skills<ul style="list-style-type: none">✓ Audio/video – camera movement, shot types, lighting, sound recording✓ Print – photography, editing images, writing accurate copy✓ Interactive – graphics, 2D/3D assets, interface layout
2-Mar	A	23		
9-Mar	B	24		
16-Mar	A	25		
23-Mar	B	26		
30-Mar (finish Wed 1 st April)	A	ST1		
Easter Holiday5 weeks (12-13 lessons) (24 Days)				
20-Apr	B	ST1	GLH 4 - Review of progress and development SH 7 – End of unit assessment	<ul style="list-style-type: none">Commentary cont.... Post-production Skills<ul style="list-style-type: none">✓ Editing visuals, audio, and interactive content

27-Apr	A	29	<ul style="list-style-type: none"><u>Unit Learning Outcomes:</u><ul style="list-style-type: none">➤ Explore how media products are created to provide meaning and engage audiences. <p>Deadline for mark submission and upload of work of sampled learners for internal assessments</p>	<ul style="list-style-type: none">✓ Adding effects, transitions, titles, sound layers✓ Exporting using correct formats for digital use <p>Review and Improvement</p> <ul style="list-style-type: none">✓ Testing, checking accuracy and quality✓ Acting on feedback✓ Reflecting on strengths and areas for improvement <ul style="list-style-type: none">Assessment – e-Portfolio in Exam conditions <p>The e-portfolio must include:</p> <ul style="list-style-type: none">✓ analysis of media products and experimentation with production techniques✓ evidence of skills and techniques, for example annotated screenshots✓ annotated drafts/prototypes✓ the outcomes of practical work
4-May (Bank holiday Mon)	B	30		
11-May	A	31		
18-May	B	32		
Half-Term			7 weeks (17-18 lessons) (35 Days)	
1-Jun	A	33	<ul style="list-style-type: none"><u>Overview of Unit/No. lessons</u> <p>Component 3: Create a Media Product in Response</p> <p>Guided Learning Hours (GLH): 48</p> <p>Supervised Hours (SH): 10</p> <ul style="list-style-type: none"><u>Lesson Sequence of Content:</u> GLH 2 – Responding to a brief GLH 2 – Generating ideas GLH 3 – Planning materials GLH 2 – Managing the production process GLH 1 – Monitor and review the outcomes GLH 2 – Production skills and techniques GLH 3 – Combining and refining content GLH 3 – Testing and exporting for distribution, and technical records <ul style="list-style-type: none"><u>Unit Learning Outcomes:</u><ul style="list-style-type: none">➤ Understand how to develop ideas in response to a brief➤ Develop planning materials in response to a brief➤ Apply media production skills and techniques to the creation of a media product	<ul style="list-style-type: none">Foundational Concepts <p>This external component builds on knowledge, understanding and skills acquired and developed in Components 1 and 2. Students will apply their practical skills to the creation of a media product in response to a brief. A task worth 60 marks will be completed under supervised conditions. The supervised assessment period is 10 hours and will take place during the May/June of Year 11 only.</p> <ul style="list-style-type: none">Key vocabulary <p>Brief, Client, Target audience, Ideas generation, Planning documents, Pre-production, Production techniques, Post-production, Technical records, Exporting, Testing, Copyright, Clearances, Interactivity, Stylistic codes</p> <ul style="list-style-type: none">Commentary<ul style="list-style-type: none">✓ Reading and understanding a client brief✓ Defining a clear audience and purpose✓ Researching the theme and similar products✓ Generating, refining and selecting ideas✓ Using mood boards, storyboards, wireframes or scripts to plan✓ Managing time and keeping records✓ Checking copyright and getting permission✓ Using cameras, microphones, software and design tools to create content✓ Combining images, text, sound, or video effectively✓ Adding interactivity where needed✓ Testing and fixing problems✓ Exporting the final product in the right format✓ Writing a technical record to explain your process <ul style="list-style-type: none">Assessment – Informal mini-Component 3 experience <p>This will be used to reinforce key skills in preparation for the live assessment in Year 11. By the live run, students will have: 2 complete products under their belt; Familiarity with structure; Sharpened timing and quality.</p>
9-Jun	B	34		
16-Jun	A	35		
23-Jun	B	36		
30-Jun	A	37*		
7-Jul	B	38*		
14-Jul	A	39*		
(Total: 190 Days)				

*Weeks 37-39 are **likely** to be impacted by college visits, year rewards trip, sports day and work experience week.