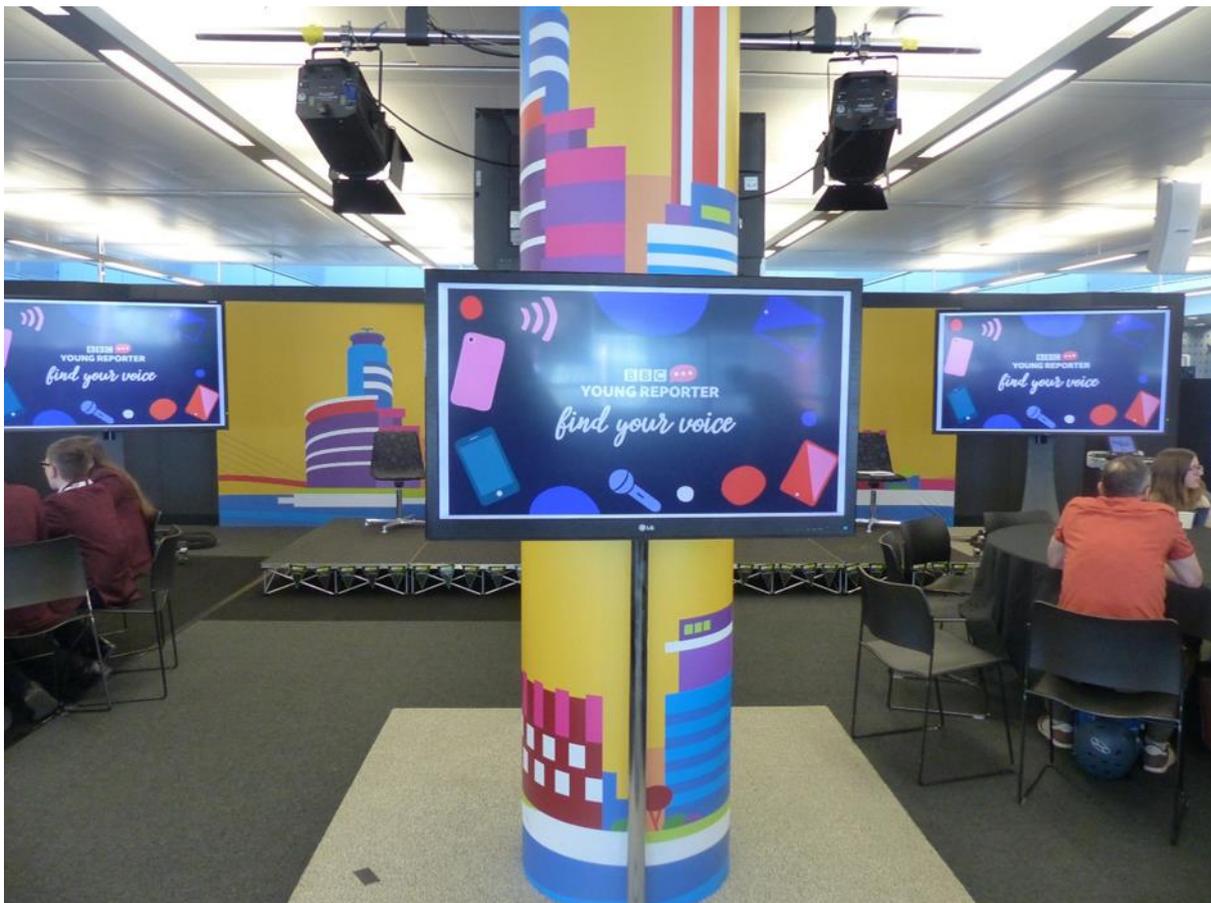


Creative Media Production

At North Liverpool Academy, we primarily focus on educating students on theory in regards to media audiences and purpose, alongside introducing learners to the production journey that a media product embarks from start to finish. As learners progress, they will gain an in-depth understanding of how to purposefully produce an audio-visual media product such as a short film; this is gained through a balanced mixture of film and TV analysis in year 10, workshops in pre-production, set design, cinematography and editing in year 11, and regular embedded activities on magazine covers and other formats of print media.



We follow the Pearson Creative Media Production BTEC Level 1-2 syllabus. This qualification is split into three components which are as follows.

For component 1, students will study a range of media within different media sectors – audio-visual, publishing and interactive - and gain a broad understanding of the key features of various media formats within each sector. They will then hone their knowledge of media within audio-visual media with a specific focus on the film, TV series episode and trailer formats of media. As they close analyse examples of products of these formats, they will begin to understand the key macro elements of audio-visual production and will also gain an understanding of genre, narrative and representation within audio-visual products. This component is assessed through two reports: the first on the target audiences of a selection of products from each media sector; and the second on how four selected products across two genres of audio-visual media have been produced and

created in a meaningful way. For the second, they will also gain an understanding of media pre-production processes as they study a particular genre.

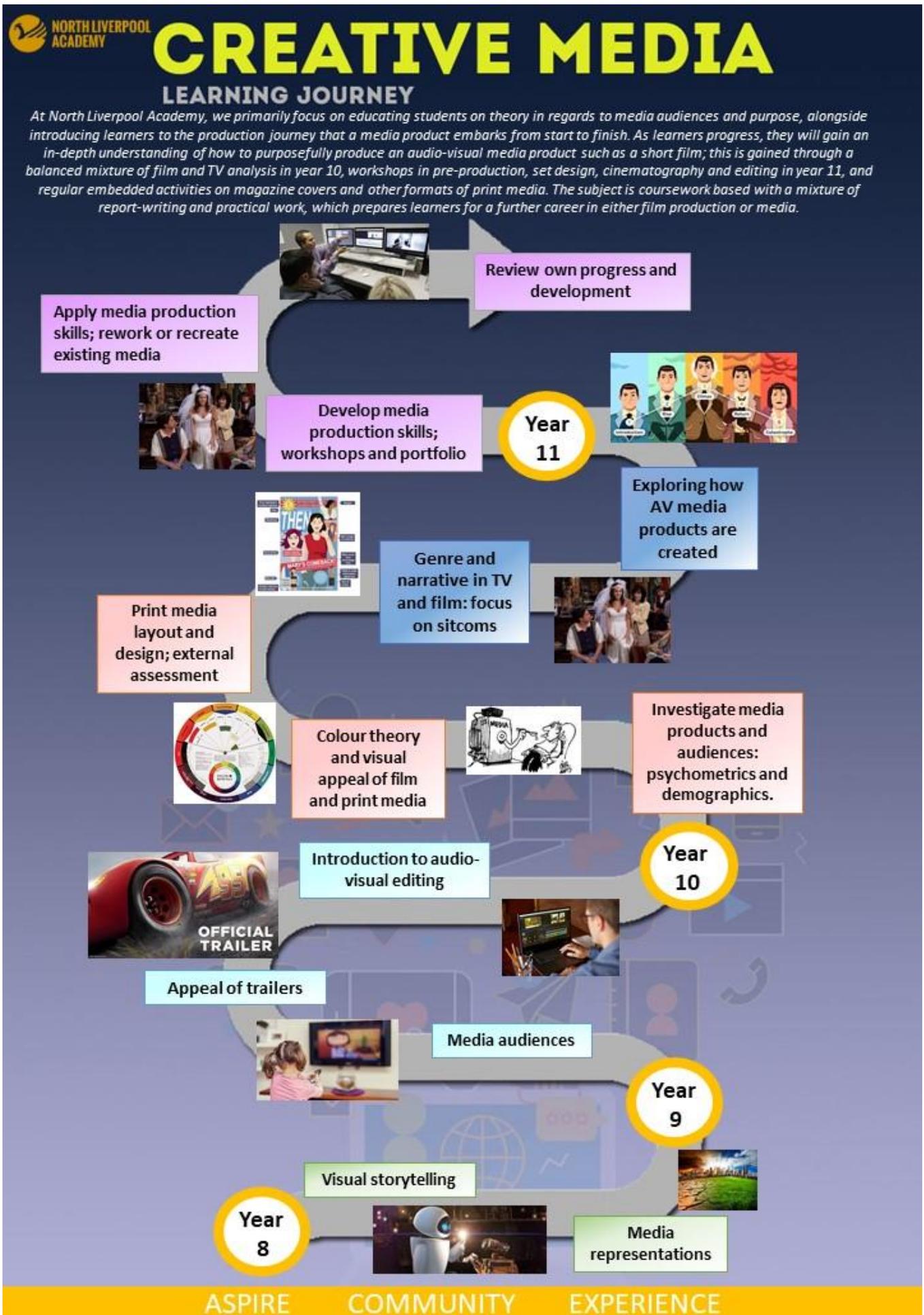


For component 2, student will continue to build their knowledge of the pre-production, production and post-production of audio-visual media. What they practice in component 1 is added to a portfolio of evidence workshops that the student will participate in; these workshops are intended to give the students a broad variety of skills. Following this, students must apply their newly gained skills to a group project for which they will fully produce a recreation of part of an existing piece of audio-visual media. As students complete these tasks they will complete self-evaluations which are later added to their portfolio as a 'skills log,' which will then be referred to later as student write up a detailed account of how they have developed their skills in each stage of production.

Finally, component 3 is an externally assessed component. Students are given an exam-style assignment brief with three set tasks which they must complete in classroom during an allotted time frame.



Our Learning Journey shows how our topics build upon each other and our students experience a wide variety of themes in order to broaden their learning experience:



Our curriculum at KS4 is as follows:

Year 10
Component 1 – Investigating media products Component 3 – Creating a media product in response to a brief
Year 11
Component 2 – Developing media production skills

Learning through Experiences in Creative Media Production

In order to enhance the provision of Creative Media beyond the curriculum, our students benefit from the following experiences:

- Use of the Apple Macs to produce a variety of Media
- Visits and workshops at Media City Salford
- Entry into BBC Young Reporter competition
- Visits to Warner Brother’s Harry Potter Experience

