

Year: 11

Subject: IT (BTEC Creative Media)

Spring Term		
Overarching Topic: Create a Media Product in Response to a Brief – COMPONENT 3		
What has come before and what comes later:	Students have previously explored media products and practiced the skills required to develop media projects. Now students practice creating products based on scenarios and requirements of external stakeholders.	
	Core	
The Big Questions (What questions will students be able to answer upon mastery of the topic?)	<ul style="list-style-type: none">• What are user requirements?• How can target audience be defined?• What are the different media sectors?• Why is content important?• What methods can you use to create engaging content?• What is layout?• What is testing?	
	Skill/Technique	How students will develop and demonstrate this
Key skills	<ul style="list-style-type: none">• Time management• Writing and editing copy.• Taking photographs and editing them• Creating mood boards• Sketching• Asset creation• Combining and refining assets	<ul style="list-style-type: none">• Students practice the skills and techniques required for component 3 and then complete a task set by the exam board over 9 hours in controlled conditions.