

## BTEC Level 3 Creative Digital Media Production – Teaching schedule

	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Year 12	<p><b>Unit 4: Coursework Pre-Production Requirements</b> Financial contexts, legislation, logistics, health and safety, regulations</p> <p>Research on existing media products</p>	<p><b>Unit 4: Coursework Pre-Production Requirements</b> Students apply learning from first half term to their own product</p> <p>Coursework submitted</p>	<p><b>Unit 1: Examination Media Representations</b> Media Language: Barthes, Hall, mise-en-scene, sound, cinematography, editing; codes and Conventions of advertising, magazines, television, and film genres</p>	<p><b>Unit 1: Examination Media Representations</b> Representation: Dyer: Stereotyping, Mulvey: Male Gaze</p> <p>Audience Theories: Hall: Representation Bandura: Effects Theory Uses and Gratifications</p>	<p><b>Unit 1: Examination Media Representations</b> Exam practice and personalised revision sessions</p>	<p><b>Unit 1: Examination Media Representations</b> Examination</p> <p><b>Unit 8: Examination Responding to a Commission</b> Examination practice Extracting information from the brief</p> <p>Practical application of Rationale, Pitch, Proposal, and Treatment from a previous paper</p>

	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Year 13	<p><b>Unit 8: Examination Responding to a Commission</b> Examination practice Extracting information from the brief</p> <p>Practical application of Rationale, Pitch, Proposal, and Treatment from a previous paper</p>	<p><b>Unit 8: Examination Responding to a Commission</b> Examination practice Extracting information from the brief</p> <p>Practical application of Rationale, Pitch, Proposal, and Treatment from a previous paper</p>	<p><b>Unit 8: Examination Responding to a Commission</b> Examination</p> <p><b>Unit 14: Coursework Digital magazine production</b> Analysis of print magazine codes and conventions; analysis of industrial landscape: print vs digital magazines; income and expenditure; distribution and point of sale</p>	<p><b>Unit 14: Coursework Digital Magazine Production</b> Research and development of front page and double page spread; practical application of industry practice; organising photo shoots/interviews; mock-ups; writing articles for a specific audience; applying design principles</p> <p>Coursework submitted</p>		