

Creative Media curriculum at Brownhills Ormiston Academy

The department's vision

As well as traditional forms of literacy, our department recognises it is vital that students are equipped to communicate well using all contemporary forms of communication. This course introduces students to the creative media sector, which is a dynamic, growing and rewarding sector to work in, with new opportunities arising continually. Working in the creative media industry involves a wide range of practical processes, skills, and techniques, from broadcast media to increasingly interactive products and platforms. During this course students will not only learn about these skills and techniques, but you will also get chance to practice them.

Sequencing of lessons

In Year 10 students will develop media production skills such as planning, creating, combining, and refining media content. Students will also develop the ability to critically evaluate their work in relation to a specific target audience and purpose, reflecting on whether they have been able to achieve this

In Year 11 students will be able to draw on the skills that they have learnt throughout the other components to be able to develop their understanding of the process of creating a media product in response to a client brief, being able to reflect on whether the media product that they have created is suitable for what the client wanted.

Assessment

There are 3 assessed components. In Component 1 (Exploring Media Products), students demonstrate their knowledge of the different media sector and investigate media products from across each of the of 3 sectors and compare media products from different eras. This unit is worth 30%.

In Component 2 (Developing Digital Production Skills), students demonstrate their technical skills and techniques in the chosen discipline(s) of audio/moving image, publishing and interactive. This unit is also worth 30%.

Finally, Component 3 (Create a media product in response to a brief), students apply their digital skills and techniques by responding to a digital media brief. This unit is worth 40% of their overall mark. While Components 1 and 2 are internally assessed, Component 3 is externally assessed.