

7 March 2023

Dear Parent/Carers,

### **Year 11 – BTEC Creative Media Key Dates & Exam Guidance**

#### **Coursework deadlines:**

Year 11 Creative Media students are currently completing Component 2 of the course, their main task is to redesign a double page spread from Wiltshire Living Magazine (<https://www.living-magazines.co.uk/our-magazines/wiltshire-living>) for a teenage target audience. Students are required to use original images in their media product and the **deadline for the submission of this is Friday March 10<sup>th</sup>**. Please can you encourage your child to make sure they take the photos they require ASAP; this will allow plenty of time for editing and insertion into their product. The majority of the production process will take place in lesson time using specialist software, students can be working at home on key content elements such as writing their articles (on a topic of their choice) to use on their double page spread.

#### **Catch-up / intervention sessions:**

Student will continue to have opportunities both during lunch and after school to work on this outside of lessons and to do any of the preparations necessary for their component 3 exam. We will also be offering an additional session during the Easter holidays designed specifically to give students a dedicated period of time to complete their Component 2 coursework re-submissions whilst their timetabled lessons are used to prepare for the component 3 exam sessions.

#### **Component 3 exam:**

Year 11 Creative Media students will soon receive their brief for the upcoming Component 3 exam. The brief focussed on creating advertising documents for a new (fictional) "Student Diversity Event" to promote inclusion and celebrate diversity. Students will be planning, designing and creating a 3-page published product (brochure, magazine article, posters etc.) aimed at 12-18-year-olds that will champion this cause and inform teenagers of the event. Below are the dates and the guidance for each task. If you have any further questions about how best to support your child then please do get in touch.

#### **Timeline:**

- **13<sup>th</sup> March 2023** – All students can have access to the exam brief and begin planning
- **27<sup>th</sup> March 2023 (2hr session)** – Students to complete *Activity 1: Ideas Log*
- **20<sup>th</sup> April 2023 (3hr session)** – Students to complete *Activity 2: Planning Materials*
- **20<sup>th</sup> April–12<sup>th</sup> May 2023** – Students can gather and prepare materials for their product to be used in *Activity 3: Creating a Product*
- **12<sup>th</sup> May 2023 (Whole day – 4hrs)** – Activity 3: Creating a Product

Those students who receive extra time will receive the time added to each session.

It is imperative that all students are in on the dates above and do not miss any of the exam sessions.

*NB– for Activity 2, I would highly recommend all students are equipped with a pencil case containing the following items: Pencil, rubber, ruler, sharpener and a wide range of felt-tip pens.*

#### **Media Studies: Revision/Preparation Guidance for Students**

At the beginning of the exam period, you will be provided with the brief. During this time, it is your responsibility to ensure that you have read the brief make sure that you are clear on what you are being asked to do come up with two ideas for a product that would meet the requirements for the brief complete research of a similar product to the one you intend to create revise magazine key terms.

The exam will then be split into three activities.

#### **Activity 1: Ideas Log (2 hours), 15 marks**

For the ideas log you must ensure that you can:

Summarise the brief, discuss your ideas in detail including the individual page elements including what primary and secondary material you will use, talk about current trends, discuss demographic and psychographic profiles of your audience, discuss your research and how it influenced your ideas, ensure you can justify how your ideas meet the requirements of the brief and the needs of the target audience.

#### **Activity 2: Planning Material (3 hours), 15 marks**

For the planning material, you must ensure that you can:

Sketch out the design for the pages of the magazine– this includes ensuring your design is as high quality as possible, is coloured and labelled appropriately. It must match what you said you were going to do in the Ideas Log and should resemble as closely as possible what your finished product will look like.

You will then have a few weeks gap to gather all the material you need such as taking photos, generating fonts, creating graphics, writing up any copy that you require etc. You should put it all in separate folders for each page.

#### **Activity 3: Final Media Product (4 hours), 30 marks**

For the final media product, you must ensure that you:

Use all your planning material to generate your pages. It should match what you have designed in your planning material. You also need to save it as a PDF file.



**"How can I help my child prepare for this exam?"**

This year the exam brief is focused around promoting opportunities to volunteer in the local area. Any research students can do into local opportunities to volunteer will be beneficial to when they begin planning for their exam sessions.

If there are any issues, please contact me via email at [of@sjcs.org.uk](mailto:of@sjcs.org.uk).

Mr O Ford

A handwritten signature in black ink, appearing to read "O Ford".

Subject Lead – BTEC Creative Media Production  
Senior Leader – Attendance & Behaviour