



# BTEC Media Curriculum Road Map

## KS4



FALIRO  
HOUSE

RED

DRAMA  
REPUBLIC

NETFLIX

Level 2/3 BTEC

Apprenticeships

KS5 Level 3 in ...

Apply media production skills and techniques to the creation of a media product

In-class revision and intervention

Component 3: Create a Media Product in Response to a Brief

Develop planning materials in response to a brief

Understand how to develop ideas in response to a brief

Review of progress and development

Media production skills and techniques

Media post-production skills and techniques

STUDIO LAMBERT

Media production and post-production processes and practices

Media pre-production skills and techniques

BBC  
STUDIOS

Media pre-production processes and practices

Component 2: Developing Digital Media Production Skills

Year 11

Interactive features

Use of sound, e.g. diegetic and non-diegetic

Editing techniques

Layout and design

Mise en scène

camerawork, e.g. set-up, framing, shot type/length, angle, movement

Genre, narrative and representation

Defining primary and secondary audiences

Media production techniques

print products, e.g. newspapers, magazines, comics, brochures

interactive media

THAMES

Motivations of the media producer

TV programmes, films, music videos, animations

Media producer, e.g. media conglomerate,

Purposes of media products

personal response, e.g. interpretation, identification

textual analysis, e.g. denotation and connotation, encoding, anchorage, polysemy

Explore media products: audio/moving image, print and interactive.

Component 1: Exploring Media Products

Year 10