

BTEC Creative Media

Y11 Preparation Guide

January – May 2026

Exam Specification and Exam Board	<i>Edexcel</i>
Past Paper Questions	Past Paper 1.pdf
	Past Paper 2.pdf
Useful Revision Websites	BBC Bitesize Media Studies
Exam Info	<p>The brief for this third and final component, which is externally marked, is released on 13th January. This revision guide therefore begins on that date and runs up to the planned assessment date in May.</p> <p>2x Controlled assessment days in terms 4 and 5</p>

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Week	Activity 1	Activity 2
1 05.01.25	<p>Review the brief and consider target audience.</p> <p>Write up your description of the target audience and focus on explaining how you will segment them, how you will appeal to them and how this will meet the brief.</p>	<p>1. Review Key Media terms of target audience. In terms of demographics- how can we divide up audiences? Use this link to review the categories.</p> <p>2. Review how audiences can be divided into psychometric profiles and consider how different products can appeal to them.</p> <p>3. Review the key media term of representation</p>
2 12.01.25	<p>You have been asked to design a print product for your Component 3 brief. Review magazine genres here</p>	<p>Review how to analyse a magazine</p> <p>Generate a list of 5 possible titles for your magazine/poster</p>
3 19.01.25	<p>Use the attached resource to analyse posters and use this analysis to develop your ideas for your print products</p>	<p>Mood board a range of posters, magazines, photoshoots and ads.</p> <p>Add comments to your moodboards that relate to what you like and are influenced by. Be specific about colours, typography, masthead/title, models/subjects.</p>
4 26.01.25	<p>Write up how one particular media product or series of products has influenced your ideas. Refer to specific details and how you will apply these.</p>	<p>Write up how a second particular media product or series of products has influenced your ideas. Refer to specific details and how you will apply these.</p> <p>Write up what costume, props, lighting, language such as cover stories, taglines, colours, fonts you will use for page 2 and 3</p>
5 02.02.25	<p>By now you should have written up your final ideas log at school and</p>	<p>Sketch page 2</p> <p>Sketch page 3</p>

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	<p>need to start practicing your sketching.</p> <p>Sketch page 1</p>	
<p>6 09.02.25</p>	<p>Add annotations to your sketches</p> <p>Use this guide to help you. Add notes which explain how you meet the brief.</p> <p>Annotate Sketch of page 1</p>	<p>Annotate Sketch of page 2</p> <p>Annotate Sketch of page 3</p>
<p>February Half Term</p>	<p>Take a range of photos for your final product.</p> <p>Photo Ideas</p>	<p>Review photos and improve them with a new set of shots</p> <p>Take more photos and make them as ambitious as possible</p> <p>Are some of your photos of a near professional standard? If not- take more.</p>
<p>7 23.02.25</p>	<p>Use a web based editor, a phone app or Photoshop to edit your photos. Produce a range of effects and make sure you are confident to recreate these effects on the assessment day.</p> <p>e.g Pixlr.com</p>	<p>Have your edits enhanced and improved your main images? If not- have another go.</p> <p>Practice analysing and reviewing your photos</p>
<p>8 02.03.25</p>	<p>Write up your article- if you are doing one.</p> <p>Write up any text you are using in a document.</p>	<p>Use word processing tools to check for SPaG</p> <p>Rewrite and improve text making sure to avoid all SPaG mistakes. Use a thesaurus to improve language choices. Can you improve any language elements to appeal more to your teen audience?</p>
<p>9 09.03.25</p>	<p>Practice reviewing your product. Write up or make notes on how far</p>	<p>What went well in terms of planning, production and post production?</p>



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	your finished product meets the brief.	What could be improved in terms of planning, production and post production?
10 16.03.25	Practice constructing page 1 Can you improve your photos even more?	Practice constructing page 2 Practice constructing page 3
11 23.03.25	Final Production Day will be in the first or second week of term 5	
Easter Break		
12 13.04.25		
13 20.04.25		
14 27.04.25		
15 04.05.25		
16 11.05.25		
17 18.05.25		
May Half Term		