

Component 2 PowerPoint Check List

Pearson BTEC Level 1/Level 2 Tech Award

January 2027

Time 10 hours (approximately)

Paper
reference

BCM02

Creative Media Production

COMPONENT 2: Developing Digital Media Production Skills
Pearson Set Assignment

NAME:

Below is your check list for Component 2. Once you have completed the task, tick to show you have completed the slide.

The next few pages provide an explanation of what you must do for each slide.

Slide Title	✓		Notes
Component 2 Intro			
Understanding the Brief			
Target Audience			
Research			
Idea Generation			
Mood Board			
Thumbnails and Sketches			
Page Mock-ups			
Cover Lines			
Photography			
Design and Typography			
Production Workflow			
Evidence of Photoshop skills			
Final Front Cover			
Final Double Page Spread			
Testing and Review			
Final Reflection			

Vocational context

You have been asked to produce a media product that is directly related to the theme of **revival**.

You are encouraged to consider how to create a media product that relates to the theme of **revival**. For example, by:

- bringing back a forgotten character, fashion or visual style
- representing a renewed interest in people, things or places from the past
- expressing the feeling of being refreshed, restored or reawakened.

You must engage with the media production process for your chosen media sector to produce a media product.

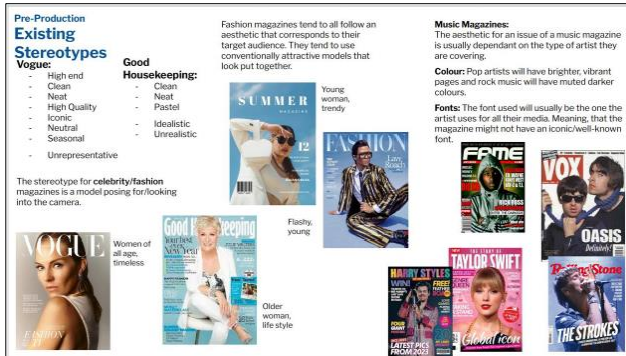
Component 2 PowerPoint Check List

Understanding the Brief • Explain what you have been asked to create. • Explain the Purpose (inform, entertain, persuade) • Key requirements from the brief	Slide - Understanding the client brief What this slide is for: This slide requires you to explain what the scenario (the brief) is asking you to create and what the final product should achieve for the audience. What you need to do: • Explain what product you are creating (front cover + double page spread) • Explain the purpose (inform, entertain or persuade) • List key requirements from the scenario Sentence starters: • The brief is asking me to create... • The purpose of my product is... • This means I need to include...
Target Audience • Who is your target audience? • Age, interests, lifestyle • Why would they read this? • How your design appeals to them	Slide - Target Audience What this slide is for: The target audience is the group of people your product (your magazine) is designed for. What you need to do: • Describe age, interests and lifestyle • Explain what they enjoy • Link design choices to the audience Sentence starters: • My target audience is... • They are interested in... • This appeals to them because...

Component 2 PowerPoint Check List

Research

- Examples of similar products
- Layout and design features
- Colours, fonts, images
- What works well and why



Slide - Research

What this slide is for:

Research involves analysing existing media products to understand design conventions.

Analyse (breaking a complex thing down into smaller, bite-sized pieces so you can examine exactly how it is put together, such as layout, fonts, colours, shapes and images used)

What you need to do:

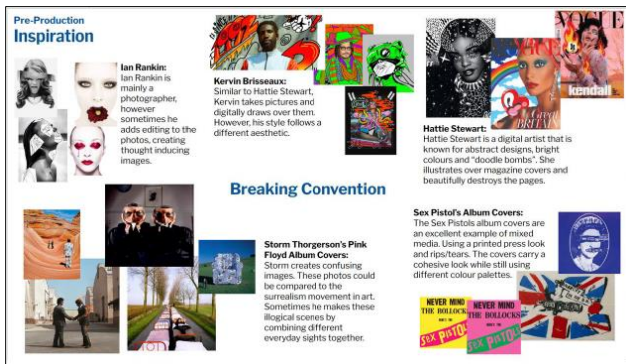
- Find magazines that you think would fit with your ideas. Screen grab them and analyse them

Sentence starters:

- An example is...
- This product uses... which is effective because...
- I will use this because...

Idea Generation

- Initial ideas (at least 2)
- Different concepts
- Chosen idea and why
- How it links to audience (what teenagers would like about your magazine, how it looks and the content)



Slide - Idea Generation

What this slide is for:

Idea generation is creating and developing different possible ideas before choosing one. Your ideas are based on the theme you have been given.

What you need to do:

- Show at least 2 ideas
- Explain each idea
- Justify your final choice
- You can add images like the example

Sentence starters:

- One idea I had was...
- Another idea was...
- I chose this idea because...

Page Mock-ups - Detailed layout plans - Placement of text/images - Use of grids - Structure of pages Double Page spread	Slide - Page Mock-ups What this task is: A mock-up is a more detailed plan showing what your final layout will look like for your front cover and your double page spread. What you need to do: - Create clear layout - Show placement of text/images Sentence starters: - This layout shows... - The text is placed here because...
Cover Lines - Four different cover lines - Explain how they entice the audience - What font will they be? Coverlines	Slide - Cover Lines What this slide is for: Designing the cover lines (headings and smaller text) that will go on your magazine front cover to attract your audience. What you need to do: - Create a range of cover lines for your magazine - Include a main headline and smaller supporting lines - Make sure your cover lines link to your theme and target audience Sentence starters: - The main cover line I have created is... - I chose this headline because it will attract my audience by... - These cover lines link to my photographs/theme because...

- Detailed layout plans
- Placement of text/images
- Use of grids
- Structure of pages

A hand-drawn diagram of a kitchen layout. The diagram includes the following elements and labels:

- Top Labels:**
 - side
 - stove
 - stove hood
 - pull quote
 - page number
- Main Title:** HOPE ATTWOOD SHARES HER TOP TIPS TO HELP YOU
- Left Side:**
 - medium weight
 - chopping board
 - washing
 - vegetables
 - chopst
 - knife
- Central Area:**
 - f i o
 - u r i
 - s h
 - words in vegetables
 - to encourage + reaching
- Right Side:**
 - second first class
 - picture of a chopping vegetables on her phone
 - by hand
 - reorder picture by smiling pictures (which 3)

- This layout shows...
- The text is placed here because...

- Four different cover lines
- Explain how they entice the audience
- What font will they be?

Recharge your life - It's short, simple, and eye-catching, also slightly relates to front cover

- The main cover line I have created is...
- I chose this headline because it will attract my audience by...
- These cover lines link to my photographs/theme because...

Component 2 PowerPoint Check List

Photography

- Thumbnails of photoshoot
- Circle chosen photographs
- Review of photoshoot and chosen photographs

Original photography



- Good image but the weight did not match the theme as well as the pepper did
- Pepper matched the theme better and she looks more happy in this one
- Her hand is covering the pepper too much and hiding the colour
- Her phone and hand is too highlighted- had to adjust the angle of the underlighting
- Her expression looks good and the lighting highlights her face and the phone just enough
- Holding weight too far from her body
- EBI! I would change the fact that her zipper is soue and she is leaning
- Her smirk is too contrasting to the other half, which looks weird when she is cut in half
- Her hand also need to be positioned further down in front of her

Slides - Photography

What this slide is for:

double page spread. Photographs from in school shoots and your own photographs outside of school.

- What you need to do:
- Include all photographs you have taken
 - Circle the photographs you would like in your magazine
 - Explain why you have chosen those photographs and if they are to go on your front cover or on your double page spread.

- Sentence starters:
- The photoshoot I took part in was...
 - I have chosen these photographs because... and will go on my...
 - The photoshoot went well because...

Design & Typography

- Fonts and styles
- Colour use
- Consistency
- Professional layout

Fonts

2 Examples of each style	Effect
VOGUE New York	Serif- these fonts have varying thickness and lengths, which convey feeling of honesty, tradition, history, and integrity. They are more academic and usually used for titles or more formal purposes.
BEBAS NEUE Okine Sans	Sans serif- these fonts have blunt ends and a consistent thickness, making them easy to read, especially in large pieces of text. They are informal and many companies use them as they are approachable and friendly.

Slides - Design & Typography

What this task is:

Typography and design refer to how fonts, colours and styles are used. You will need to choose your fonts for the Masthead, Coverlines and fonts for the double page.

- Use suitable fonts
- Apply colour (what colour fonts)
- Keep consistency (Same fonts used on front cover and double page spread)

- Sentence starters:
- I used this font because...
 - This colour represents...

Component 2 PowerPoint Check List

Production Workflow

- Step-by-step screen shots
- Improvement comments
- Time management

Review and Refine

- The cover image still looks quite dull- increase the length of the gradient which will also make the title stand out more
- Dull images that give off a dirty vibe- brighten up the images by adjusting exposure (this will make the images look cleaner and more aesthetically pleasing)
- The writing looks quite cramped- switch around pull quote and title, also could bring the letters closer together on the main title, also could decrease the size of the text again
- Doesn't look very professional- make the interview text fill the box and not just be aligned to one side, also could add a drop cap at the start
- Move page numbers to the bottom
- Make the main title stand out more- experiment with colour and italic again
- Switch over the main title and pull quote



Review and Refine

- Sides of the faces aren't quite lined up- adjust the sizes, dimensions etc.
- Choose font and masthead
- Add in cover lines
- Think about main cover line



Review and Refine

- Masthead colour is too dark and blends in with the black too much- make it lighter
- Make cover lines skinnier and not so wide
- Main cover line font doesn't look clean, therefore doesn't really match the house style
- Edit the shade of the pepper to match color scheme better



Multiple Slides - Production Workflow

(copy and paste this slide as you will need more than one slide for this, depending on how detailed your slide is)

What this slide is for:

These slides will show the step-by-step development of your front cover and double page spread. You will need to have screen shots and a written explanation of what you have done and why.

What you need to do:

- Explain steps in order – Screenshot what you have done to improve your front cover and double page spread.
- Explain what you have done to improve your design, including what photoshop skills and tools you have used.
- Explain how this has improved your design.
- Explain roughly how long it is taking you to create your design, so you can keep to a deadline.

Sentence starters:

- First I... then I...
- I used...
- This has improved my design because...
- I managed my time by...

Component 2 PowerPoint Check List

Evidence of Photoshop Skills • Screenshots of editing work • Before and after images • Tools used • Explanation of techniques Image manipulation  In this image I adjusted the colour of her apron and her ingredients. I did this to make it match my colour scheme better and to make it look more cohesive. I did this by selecting the red colour and creating a clipping mask and colouring what parts I wanted to change. I then used the sliders to adjust the hue, saturation, and brightness to get the colour I wanted.  I also did this for the pepper on the front cover to match my colour scheme. My intention was to make the colour of the mast head look more cohesive with the image on there as the green before was very noticeable. I experimented with a lot of different hues and saturation but this was what I thought looked the best.  Skills and Techniques - adjusting text For my main title, I adjusted the colour, letter spacing and font. I did this so it matched my house style better and it looks more professional. In other pieces of text I changed the alignment and made some things bold and italic.  Ditch scrolling for fresh air  I learnt that bringing the text closer together makes it look overall more out together and professional. It looks more clean and adding just a tiny bit of colour makes a huge difference and makes the word stand out more.  Hope Attwood shares her top-tips to help you flourish 	Slide - Evidence of Photoshop Skills What this slide is for: This shows proof of the skills you used when creating your magazine design using Photopea. What you need to do: • Add screen shots of your work as you progress • Show before/after edits • Explain the tools used in Photopea (crop, brush, adjustments, colour change, adding shapes, drop shadows, clipping mask etc.) Sentence starters: • This shows... • Before editing... after... • I used... to...
Final Front Cover • Insert your final front cover • Show key features • Explain key design choices Final Double Page Spread • Insert your DPS • Show layout clearly • Explain decisions	Slides - Final Product What this task is: This is your completed front cover and double page spread. What you need to do: • Insert final images • Show full design • Highlight key features Sentence starters: • A key feature of my design is...

Component 2 PowerPoint Check List

Testing and Review • Does it meet the brief? • Is it suitable for audience? • Peer/teacher feedback • Strengths	Slide - Testing and Review What this task is: This evaluates how successful your product is. What you need to do: • Explain if it meets brief • Include feedback • Identify strengths Sentence starters: • My product meets the brief because... • Other people like my design because... • A strength is...
Final Reflection • What you learned • Skills developed • What worked well • What you would improve next time Reflection On reflection of this whole project and the production process, I have learnt that the planning stage is just as important as your final piece, and there are many processes you go through to get to your final piece. I have also learnt that you need to experiment with a lot of different tools and techniques to achieve what you want, and sometimes adjusting the image in your head ends up looking better. I have learnt about the different areas of photoshop and how little things make a big difference, like for example, adjusting colours, exposure, adjusting text, adding colour, and even the paragraph alignment. I also learnt how to make it look professional, by limiting or using negative space, the consistency of the house style, font type, font size in certain areas etc. From the whole production, I think the hardest part was deciding what my whole theme and magazine was about, as it determines all the other parts of my project, and was quite hard to decide.	Slide - Final Reflection What this task is: Reflection explains what you learned and how your skills developed. What you need to do: • Explain skills gained • What went well • What you would improve Sentence starters: • I learned... • Next time I would...