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The media is all around us and is one of the most powerful industries in the world. Although one of the most competitive industries, it is also one of the most diverse. This course seeks to broaden and deepen your understanding of the media and role that it plays in society. You will develop knowledge and understanding of a range digital media formats leading to opportunities to develop practical production skills. There will be many opportunities for group work where you will develop communication skills that are essential to succeed in the media industry.

The Vocational Route

The BTEC in Creative Digital Media Production Foundation Diploma is a two year course:

- 510 GLH (670 TQT)
- Equivalent in size to 1.5 A Levels.
- 6 units of which 4 are mandatory and 2 are external.
- Mandatory content (76%).
- External assessment (41%).

What will you study?

You will study and learn in a variety of techniques, including individual research tasks and analysis of existing media production; group discussions and productions; contact with media professionals; and evaluative thinking to name a few. You will be working with media software such as Photoshop, Illustrator and InDesign & Final Cut Pro as well as learning how to use a range of production equipment.

You may well make products for real audiences, including the possibility of exhibiting your work at the Art exhibition.

Assessment and Deadlines

When you begin each unit you will be provided with an assignment brief that details exactly what you have to do for each assignment. The hand in date will be given to you for each interim assessment. You are expected to meet the deadline given so that your teacher can assess your work and provide structured feedback. It is equally important that your teacher has regular access to your work so that s/he can identify areas of weakness either in your work or the class as a whole. This will then inform future lesson planning.

Certification

All coursework units are individually graded as PASS, MERIT or DISTINCTION.

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Minimum Requirements

- Good qualifications to include five 6 grades.
- An ability to respond to media texts and engage creatively with them
- An ability to discuss media text in some depth
- Be able to work independently
- A desire to work with technologies in creating practical work to a high standard
- A desire to work in the media or film industries
- To be punctual and attend all lessons
- To communicate openly with your teacher and respond positively to feedback
- To meet all deadlines set including interim deadlines.

What you expect:

- All lessons will be well resourced and planned to stretch your learning and support you where needed
- You will be introduced to key media texts from a variety of formats. You will have the opportunity to develop your skills and knowledge by learning both in and out of the classroom and by sharing good practice.
- Teachers will have excellent attendance and always be punctual to lessons
- All work submitted will be returned to you within three working days
- You will have your academic progress monitored and checked against regular assessment tasks, initially model coursework leading to actual coursework assessed against marking criteria, and providing you with written feedback and targets for improvement.
- Your progress will be recorded on SIMS at the end of each half term in compliance with the school's assessment policy.
- You will be provided with a range of multi-media resources to support and develop your learning.

What we expect:

- You must attend all lessons & arrive punctually.
- You will meet deadlines.
- You will arrive to lessons fully equipped and resourced.
- You will take responsibility for monitoring and organising your own learning and progress.

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- You will work with your peers in an academically productive way, courteously and openly.

Rationale for BTEC in Creative Media Production



The Edexcel BTEC Level 3 Nationals in Creative Digital Media Production have been developed:

- to give learners the opportunity to gain an understanding of employment opportunities, job requirements and working practices in the media sector
- to enable learners to start building the technical skills and knowledge relevant to an industry (or industries) in the media sector
- to provide a qualification which will enable progression to further study, training or employment
- to enable learners to make informed choices with regard to a career in the media sector
- to develop media technology skills that may be applicable in other work situations or other qualifications

Unit 1: Media Representations

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Overview:

- mandatory unit
- externally assessed (June 2018)
- online exam set and marked by Pearson
- 80 marks
- 90 GLH

Unit Overview:

Learners will consider how different media representations are constructed by media producers to create meaning, messages and values.

In this unit, you will study a range of media from different sectors, such as **music videos, short film extracts, animation, news programmes, websites, digital games and print adverts** in order to explore how meaning, messages and values are constructed through formal and stylistic elements. All media express messages through representations that shape perceptions and beliefs about what is valued and undervalued in society. Interrogating media representations through a critical framework will expose underlying values inherent in those representations and lead to an understanding of how audiences can resist preferred readings and negotiate their own meanings. In this unit, you will draw on your learning from across your programme to complete assessment tasks.

This unit will provide a foundation for understanding **semiotic analysis** and the 'reading' of media texts, which is important when consuming messages and producing representations of your own through the production of media in the optional units. In this unit, you will draw on your learning from across the programme to complete assessment tasks. It also provides an introduction to fundamental media theory and analysis that is the basis for many progression routes at higher education level.

Assessment Outcomes:

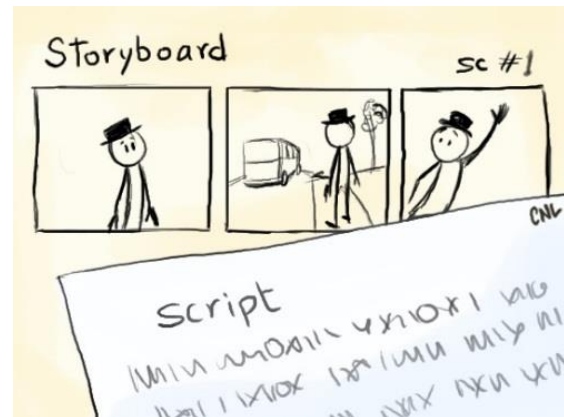
AO1 Demonstrate knowledge and understanding of media terminology, semiotics, theories, concepts and messages. Command words: analyse, compare, evaluate, explain, identify, to what extent

AO2 Apply knowledge and understanding of media concepts, semiotics, theories and formal techniques to constructed representations. Command words: analyse, compare, evaluate, explain, to what extent

AO3 Analyse media texts to deconstruct representations and decode messages and evaluate their effectiveness and impact. Command words: analyse, compare, evaluate, to what extent

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AO4 Make connections between polysemic messages underpinning media representations and their related values and effects on wider society Command words: analyse, compare, evaluate, to what extent



Unit 4: Pre-production Portfolio

Overview:

- mandatory unit

Name
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- internally assessed
- 90 GLH

Unit Overview:

Learners study the requirements of planning and delivering a digital media product, carrying out essential pre-production tasks and creating a pre-production portfolio.



This unit will enable you to develop your understanding of the essential pre-production work that takes place as part of a creative media production.

You will gain an understanding of the requirements of the planning stage, from finance and logistics to regulations. Your investigations will help you develop the pre-production skills and experience needed to carry out your own tasks and to produce a digital media product. You will create a portfolio and manage the pre-production for your own creative media production. The knowledge, skills and experience that you gain in this unit will give you valuable insight into the work that goes on during pre-production, along with transferable creative media production skills. You will be able to make informed decisions about your choices for higher education, training or creative exploration.

Learning Outcomes:

In this unit you will:

- Understand the requirements of pre-production of a digital media product
- Carry out pre-production for a digital media product
- Produce a pre-production portfolio for a creative media production
- Review pre-production of a digital media product.

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Unit 6 Media Campaigns

Overview:

- mandatory unit

Name
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- internally assessed
- 90 GLH

Unit Overview:

Learners explore media campaigns to identify their purpose and features, and develop skills in campaign production to produce a cross-platform media campaign.



A media campaign is a planned series of newspaper articles, television interviews, social media content or staged media events that are intended to achieve a particular aim. The aims of media campaigns can be varied and diverse, such as to encourage healthy eating or a media campaign to persuade people to vote for a candidate in an election.

In this unit, you will develop a broad understanding of why and how media campaigns are created: their distinguishing features, the strategies used to reach their audience and how the many different elements in a campaign are constructed to ensure cohesion when viewed across different media platforms and are successful in communicating their message. You will plan your own media campaign, preparing materials and developing strategies to achieve its purpose. You will develop production skills through the creation of a cross-platform media campaign. The understanding, skills and experience you will gain during this unit will give you an insight into the multi-faceted nature of media campaigns, and enable you to make informed decisions about your choices for further specialised studies in this area, or employment opportunities in this field. The work you produce for this unit can form part of a portfolio of work for progression to employment or higher education.

Learning Outcomes:

In this unit you will:

- Understand the purpose and features of media campaigns
- Develop a cross-platform media campaign
- Produce a cross-platform media campaign
- Review a cross-platform media campaign

Unit 8: Responding to a Commission

Unit Assessment:

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- mandatory unit
- externally assessed
- 120 GLH
- This unit is assessed through a task set and marked by Pearson, consisting of a Part A and a Part B.
- Part A is pre-released and will give learners a commission for a media production. It will be released two weeks before a supervised assessment in order to carry out research activities into the subject to complete assessment tasks in Part B.
- Part B contains the supervised assessment task.
- The supervised assessment period will be a maximum of five hours.
- The number of marks for this paper is 75.

Unit Overview:

This unit considers the commissioning process and how media producers respond to clients by generating ideas using a range of skills. In this unit, you will understand how to respond to a commission brief with ideas based on the required content, style, audience, purpose and approach proposed by the client. You will work within the requirements and constraints of the client's specifications and consider your response in terms of ethos, format, budget, platform and duration. When proposing ideas in response to a commission, the client will need detailed explanations of how you intend to respond to carry out requirements, and this will be demonstrated through pitches, proposals and treatment documents, all of which are accepted industry methods for communicating initial ideas. Developing an understanding of all stages of a commission, and the skills needed to make them successful, will mean you can effectively communicate your plans for a media product proposal.

This unit will develop your ability to respond to briefs and understand the commissioning process, which is an essential aspect of successful, commercial media production. The development of communication and problem-solving skills involved in responding to a commission are an essential part of all media study and will support the generation of creative and commercial ideas necessary for progression to employment and higher education.

Learning Outcomes:

AO1 Demonstrate knowledge and understanding of media production processes and related considerations when responding to a brief

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A02 Apply knowledge and understanding of media production processes in context, demonstrating how constraints affect decisions and the ability to adapt to changes in requirements

A03 Analyse and interpret information related to purpose, technical and logistical requirements of the brief and evaluate solutions for implementation with appropriate justification



A04 Be able to respond creatively to a brief demonstrating the ability to synthesise a range of ideas

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Unit 10: Fictional Film Production

Unit Assessment:

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- optional unit
- internally assessed
- 60 GLH

Unit Overview:

This unit will focus on the process of producing a short narrative film or film extract that uses generic conventions.



Film production is becoming increasingly accessible with advances in portable, high quality and relatively low-cost equipment and software.

The requirements of telling a story through the medium of film or video, and the discipline required to communicate this to an audience, remain as necessary as ever. In this unit, you will investigate how conventions of narrative storytelling are used by filmmakers, looking at formats and generic conventions. You will then prepare for a film production by creating and gathering the materials and preparing the cast and crew. You will need to bring together a range of elements to successfully produce your product: camera, lighting, acting, direction and sound during the production phase, and successfully use post-production techniques to deliver a final outcome.

The introduction of more widely available software and less expensive high-quality equipment, such as DSLR cameras with the ability to shoot Full High-definition (HD) footage, as well as video streaming services, such as YouTube®, have opened up film production to many more people. It is now easier than ever for people to make independent fiction films and deliver them to an audience online. Independent filmmaking is also a growing area in the creative industries and in higher education, with many institutions offering the opportunity to study the various aspects of film production at a higher level.

Learning Outcomes:

In this unit you will:

- Understand codes and conventions of fictional film production
- Produce material for a fictional film of a specified genre
- Apply post-production techniques to a fictional film utilising codes and conventions of a specified genre.

Unit 14: Digital Magazine Production

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Unit Assessment:

- optional unit
- internally assessed
- 60 GLH

Unit Overview:



Learners will explore codes and conventions of different magazine genres and platforms. They will select and prepare content, and create layouts for a specific genre of magazine.

Magazines are prepared and produced digitally across a wide range of genres. They often combine content from a diverse range of global contributors, and are increasingly available for both print and digital distribution platforms. In this unit, you will learn about the codes and conventions that magazine producers use to communicate with their target audience, and how they generate, select and prepare materials to produce a completed magazine cover and double-page spread. The skills you will develop in this unit can be applied to both print and digital magazines across a wide range of genres. The layouts you produce for this unit can form part of a portfolio of work for progression to employment or higher education.

Learning Outcomes:

In this unit you will:

- Understand the considerations, codes and conventions of a specific genre of magazine for print and digital platforms
- Develop materials for magazine production
- Produce magazine layouts in the codes and conventions of a genre.

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Summary of Year 1 for Creative Digital Media Production Diploma

TERM	SUBSIDIARY UNITS	COMPULSORY UNITS
AUTUMN 1	<p style="text-align: center;">Unit 14 Digital Magazine Production (60) & Unit 6 Media Campaigns (90)</p>	<p style="text-align: center;">Unit 1 Representation (GLH 90)</p>
AUTUMN 2		
SPRING 1		
SPRING 2		
SUMMER 1		
SUMMER 2		

Summary of Year 2 for Creative Media Production Diploma

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TERM	COMPULSORY UNITS	COMPULSORY UNITS
AUTUMN 1	<p style="text-align: center;">Unit 10 Fictional Film Production (60)</p> 	<p style="text-align: center;">Unit 4 Pre-production Portfolio (90) & Unit 8 Responding to a Commission (120)</p> 
AUTUMN 2		
SPRING 1		
SPRING 2		
SUMMER 1		
SUMMER 2		