



CREATIVE DIGITAL MEDIA PRODUCTION

QUALIFICATION: BTEC Level 3 National Extended Certificate

Examination Board: EDEXCEL

What do I need to know or be able to do before taking this course?

It is not a requirement that you should have studied Media Studies at GCSE in order to undertake this BTEC. It is more important that you have an enquiring mind and are interested in a broad range of media production. It is vital that you have an enthusiasm to explore and research media texts and a willingness to work within groups for practical work. You will have a minimum grade of a 5 or above in English at GCSE is also required to start this course.

What will I learn on this BTEC course?

- The qualification provides a coherent introduction to the study of creative digital media production at this level. Learners develop an understanding of the media industry through analysing media texts and developing their analytical skills by exploring issues of representations.
- This course is designed for post-16 learners who aim to progress to higher education and ultimately to employment, possibly in the media industries, as part of a programme of study alongside other BTEC Nationals or A levels.
- The course aims to provide a range of media competencies relevant to candidates as future citizens and consumers of media;
- You will learn a broad range of research and planning skills as well as developing your own communication skills.
- A broad range of practical skills will be developed on this course relating to the media industry. There will be opportunities to explore practically either film production or magazine design. The use of industrial linked briefs will ensure that you will develop valuable and useful practical skills.

What kind of student is this course suitable for?

This course will appeal to students who:

- have a keen interest in developing ideas and production practical media outcomes.
- wish to pursue a career in a media-related profession;
- are interested in new technologies and their impact on the consumer;
- have a creative imagination
- wish to develop practical design and video making skills
- Developing their skill in the analysis of media production and issues of representation
- want to keep their options open

What is covered on the AS/A2 level course?

Unit	Name	Mode of Assessment	Duration	Percentage of marks
1	Media Representation	Examination	2 hours-	25%
4	Pre-Production Portfolio	Coursework	-	25%
8	Responding to a Commission	Externally Assessed practical task	5 hours	33%

10-14	Optional Unit	Coursework	-	17%
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Unit 1: Media Representation

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. Assessment will be through an online examination held during the first year.

Units 4 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 (this will be linked with the optional unit).

Unit 8: Responding to a commission

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. 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.

Optional Units

You will then select one optional unit:

- Film Production - Fiction
- Radio Production - Fiction
- Website Production
- Digital Magazine Production

What could I go on to do at the end of my course?

If you are interested in working in a media industry this course will enable you to develop the foundation knowledge required to progress on to media-related degree courses at university. These could include, TV Production, Radio Production, Filmmaking, Journalism and Script Writing. This course also complements the BTEC Performing Arts Level 3 course where students are considering a career in drama and the A LEVEL Photography course.

How does the qualification provide transferable knowledge and skills for higher education?

All BTEC Nationals provide transferable knowledge and skills that prepare learners for progression to university. The transferable skills that universities value include:

- the ability to learn independently
- the ability to research actively and methodically
- the ability to give presentations and be active group members

***Please also read through the A Level Media Studies sheet before making your choice.
Be aware that it is likely that only one Media course will run depending on numbers***