

SUBJECT: BTEC Level 1/2 Tech Award in Creative Digital Media Production **YEAR:** 10

HEAD OF DEPARTMENT: Mr Wallis

GROUPING POLICY: Mixed ability in option blocks

EXAM BOARD: Pearson

ASSESSMENT: 60% Internally Assessed, 40% Externally Assessed.

Link to Specification: <https://qualifications.pearson.com/en/qualifications/btec-tech-awards/creative-media-production-2022.html>

COURSE CONTENT:

What will my child learn?

The qualification allows students the opportunity to gain a broad understanding and knowledge, and develop skills, across the creative digital media sectors, e.g. moving image, audio production, games design, website design and publishing.

In Year 10, students focus on 2 internally assessed components that will explore the different digital media sectors and the products they produce. The assignment briefs for these internally assessed components will be set by the exam board. Over the course students will understand the range of technological platforms used to distribute media, and how each sector has a common production process.

Sectors explored:

- audio/moving image (TV programmes, video shorts, animations, radio broadcasting)
- publishing (newspapers, magazines, books, e-magazines, comics)
- interactive (websites, mobile applications, mobile games, video games, online games).

Student understanding of digital media sectors and audiences will therefore form the basis of all other units and will provide a solid foundation on which to proceed with their own ideas for a digital media production. Later in the course students will have the opportunity to practically produce a range of work from at least 2 of the sectors above.

What will homework look like?

Homework will frequently take the form of undertaking research into media products to support the development of ideas within class. Additionally, students may be asked to undertake practical work by taking photos or video clips in preparation for post-production work in class.

What enrichment opportunities are available?

- Students will be encouraged to participate in the running of Rednock TV
- After school film making activities

- Development of photographic skill
- Competitions can be entered

ASSESSMENT

How will my child's work be assessed?

Students have to complete 2 internally assessed units

Component 1: Exploring Media Products (30%)

In this Component students will learn about the sector and investigate media products across the following sub-sectors:

- audio/moving image (TV programmes, films, video shorts, animations, radio broadcasts)
- publishing (newspapers, magazines, books, e-magazines, comics)
- interactive (websites, mobile applications, mobile games, video games, online games).

During Component 1 students will explore:

- content and purpose of digital media products
- style and the use of digital design principles
- idea generation and production process
- industry regulation and professional practices.

Component 2: Developing Media Products (30%)

In this component students will develop technical skills and techniques in the chosen discipline(s) of audio/moving image, publishing and interactive.

During Component 2, students will:

- experiment with a variety of media productions skills and techniques
- apply the technical skills they learn
- reflect on their progress and use of skills, as well as how they could improve.

Component 3: Create a Media product in response to a brief (40%)

Students will also need to complete an externally assessed unit. The brief for this unit will be set by Pearson and is normally release in February of Year 11

Students will apply digital skills and techniques by responding to a digital media brief.

To do this students will:

- learn how to respond to a media brief
- plan their response to the brief
- apply skills and techniques to a production
- justify the process and outcome they have developed
- reflect on their application of skills, time management and use of resources.

All units will combine both written and practical evidence.

Coursework will take the form of real life media related industry briefs that students will have to address. Evidence for these assignments will take the form of written and practical work.

Internally assessed units will be marked by the subject teachers. students may apply for 1 resubmission opportunity once a component is marked if they would like to improve their mark. Students will then have a 15 day window to make improvements and resubmit their work. Once this opportunity has taken place a final mark will be awarded for that component. Afterwards students will not be able to make improvements to their work unless there are exceptional circumstances which are agreed with the BTEC QN and a new deadline will be set.

ADDITIONAL INFORMATION

How can I support my child in this subject?

A student opting for this course should have a good level of ability, aptitude, motivation and attendance, as well as an interest in the media related industries.

- Access to ICT for independent research
- Check that homework is being completed
- Support students in the collection of creative photography and video production at home to enable post production work to take place in lessons

How can I support my child with exams?

- Revision techniques and timetabling
- Encourage attendance at revision sessions after school
- Encourage use of the electronic resources that will be made available via the Google Classroom