

SUBJECT: BTEC Level 3 National Extended Certificate in Creative Digital Media Production

YEAR: 13

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/content/dam/pdf/BTEC-Nationals/creative-digital-media-production/2016/specification-and-sample-assessments/BTEC-L3-Nat-ExtCert-in-Creative-Digital-Media-Prod-Spec.pdf>

Course Intent:

The qualification allows students the opportunity to gain a broad understanding and knowledge, and develop skills, across the creative digital media sectors.

In Year 12, students focus on 2 internally assessed units that will explore the different digital media sectors, the role of pre production planning and the production of a professional media product. They will also explore the importance that representations have on the construction media products and be assessed through an externally set exam.

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 and 2 externally assessed units.

Unit 1: Media Representations (Externally Assessed)

In this unit, students 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. To complete the assessment task within this unit, students will need to draw on their learning from across the course. 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 through the production of media in the optional units. In this unit, students will draw on their 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.

Unit 4: Pre Production Portfolio (Internally Assessed)

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

Unit 8: Responding to a Commission (Externally Assessed)

In this unit, students 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. Students will work within the requirements and constraints of the client's specifications and consider their 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 the student intends 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 students can effectively communicate their plans for a media product proposal. This unit will develop students' 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.

Unit 10: Film Production – Fiction (Internally Assessed)

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, students 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. Students 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.

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