MEDIA

KEY STAGE 4

BTEC CREATIVE DIGITAL MEDIA PRODUCTION

Equivalent to one GCSE, the BTEC Creative Digital Media Production is a qualification that will help pupils develop the knowledge and skills needed for the media industry. The course consists of four modules and pupils are awarded the following a Distinction*, Distinction, Merit or Pass.

Digital Media Sectors and Audiences - 25% of qualification – externally assessed as a one hour exam

In this externally assessed unit, you will explore the different digital media sectors and the products they produce. Pupils will understand the range of technological platforms used to distribute media, and how each sector has a common production process. Pupils will understand how media producers interact and communicate with audiences and how information about the audience can be gathered and interpreted.

The following three modules are controlled assessment and are assessed by the teachers in school – 75%

Planning and Pitching a Digital Media Product

To develop confidence and communication skills, you will plan and then 'pitch' (present) a product idea. Pupils will have to maintain a portfolio of information to record your planning and reflection.

Digital Moving Image Production

In this unit, you will explore the construction of different types of moving image productions (footage seen on the TV, cinema and screen. Pupils will investigate key features of digital moving image productions, including structures, generic conventions and audience address, in preparation for the making of your film, video or advert.

Digital Publishing Production

In the final unit you will investigate the context in which digital publishing products exist as well as their purposes and uses. Pupils will gain knowledge and the appropriate skills required for the design and development of digital publishing products as well as an overview of how to source materials and combine them. Pupils will also test your completed publishing product on different publishing platforms and then publish your finished digital publishing product.

Alongside the modules, you will also be taught to use specific software, for example Adobe Photoshop and Illustrator, as well as photography workshops to create your own images along with trips and competitions.