

# Creative Digital Media Production



## Level 3 BTEC Creative Digital Media Production

**“The media’s the most powerful entity on earth. They have the power to make the innocent guilty and to make the guilty innocent...”**

### CURRICULUM AIMS

- ◇ To enable pupils to reach their full potential.
  - ◇ To enable students to explore media texts with confidence and knowledge.
  - ◇ To create their own media texts and have the choice to follow, extend or challenge conventions.
  - ◇ To develop an interest in the richness of all areas of media output.
  - ◇ To give pupils experience of a wide range of media texts.
- ◇ To provoke and stimulate a sense of personal and social awareness and an ability to empathise with others.
  - ◇ To encourage pupils to be both self-critical and aware of the media in the wider context.
  - ◇ To make pupils aware that skills developed in Media Studies have a vital contribution to make their work across the whole curriculum and to life outside school, including the workplace.



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## BTEC CREATIVE DIGITAL MEDIA PRODUCTION (TV & Film):

<http://qualifications.pearson.com/en/qualifications/btec-nationals/creative-digital-media-production-2016>

BTEC Creative Media Production offers a practical approach that can be lacking in more traditional routes, by applying learning to real life situations. Students have to undertake a number of units for which they present evidence based on actual work and studies. This allows them to demonstrate their skills and knowledge. Assessment is 100% course work based.

### BTEC Level 3 Nationals (Double or Single)

This course is offered to students aged 16 upwards. Some of the units covered over a two-year period include: *Research techniques for the Creative Media Industries, Production management projects, Film & Video Editing Techniques, Television & Film Studies, Music Video Production, Stop Motion Animation Production and Advertisement Production for Television*

### CHOICE OF COURSES:

#### Extended Certificate (Equivalent to A-level)

TOTAL: 4 UNITS (3 MANDATORY + 1 OPTIONAL)

1. Media Representations (Set & marked externally)
2. Pre-production Portfolio (Set & marked internally)
3. Responding to a Commission (Set & marked externally)
4. Optional unit ((Set & marked internally)

#### Foundation Diploma (Equivalent to 1.5 A-levels)

TOTAL: 6 UNITS (4 MANDATORY + 2 OPTIONAL)

1. Media Representations (Set & marked externally)
2. Pre-production Portfolio (Set & marked internally)
3. Media Campaigns (Set & marked internally)
4. Responding to a Commission (Set & marked externally)
5. Optional unit ((Set & marked internally)
6. Optional unit ((Set & marked internally)

