



# CREATIVE DIGITAL MEDIA PRODUCTION (BTEC Level 3)



**“Media Studies opens up your understanding of how things work, how people become informed - or misinformed - and how the myths and ideologies that govern all our lives are created and sustained.”**

## Course Content and Assessment

- Creative Digital Media Production is a practical vocational course aimed at students wanting to develop a range of research, creative and production skills; as well as professional understandings of the media industry and the expertise required to succeed.
- You will also have the opportunity to create and develop a media portfolio to enhance your university or media career prospects.
- The course is assessed through coursework and two external exams.
- Specification: Pearson BTEC Level 3 National Extended Certificate in Creative Digital Media Production.

UNIT	EXAM	CONTENT OVERVIEW
<b>Media Representations</b>	2 hours Externally assessed Onscreen exam 25%	<ul style="list-style-type: none"> <li>• 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.</li> <li>• 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 of your own through the production of your own digital media product.</li> </ul>
<b>Pre Production Portfolio</b>	Internally assessed 25%	<ul style="list-style-type: none"> <li>• 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.</li> <li>• 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.</li> <li>• You will create a portfolio and manage the pre-production for your own creative digital media production.</li> </ul>
<b>Responding to a Commission</b>	6 hours Externally assessed 33%	<ul style="list-style-type: none"> <li>• This unit is assessed through a task set by the exam board. You will receive a commission for a media production two weeks before the supervised assessment in order to carry out research activities into the subject.</li> <li>• 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.</li> <li>• You will work within the requirements and constraints of the client’s specifications and consider your response in terms of ethos, budget, platform and duration.</li> </ul>
<b>Film Production – Fiction</b>	Internally assessed 17%	<ul style="list-style-type: none"> <li>• This unit will focus on the process of producing a short narrative film or film extract that uses generic conventions.</li> <li>• In this unit, you 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.</li> <li>• You will need to bring together a range of elements to successfully produce your product and use post-production techniques to deliver a final outcome.</li> </ul>

## Preferred Qualities

A strong and critical interest in the media is essential for students taking this course. The creative elements require you to be self-motivated; capable of working independently and collaboratively; and willing to put in additional hours outside of your lessons. You will enjoy this subject if you like to learn through practical, hands-on assignments, writing, and relish working in a range of media productions. Literacy skills are equally important to assist in structuring the longer and more discursive written responses. You also need to be confident to contribute and discuss ideas within the classroom environment.

## Future Pathways

You can go onto study Media, TV or Film at University as a practical degree, a theoretical degree or a combination of the two. This can lead to a very broad range of professions in media, film and journalism. A good degree in a subject like Media Studies can also develop a wide range of transferable skills including analysis, visual communication, problem solving, as well as communication, presentation and organisational skills.