



CREATIVE DIGITAL MEDIA PRODUCTION (BTEC Level 3)



“It’s an energy field created by all living things. It surrounds us and penetrates us. It binds the galaxy together.”

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.
- 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: [BTEC Level Three National Extended Certificate in Creative Digital Media Production](#)

UNIT	EXAM	CONTENT OVERVIEW
Media Representations	<i>2 hours Externally assessed Onscreen exam 25%</i>	<ul style="list-style-type: none"> • In this unit, you will study a range of media from different sectors, such as music videos; short film extracts; digital games; and print adverts in order to explore how meaning is constructed through formal and stylistic elements. • 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.
Pre Production Portfolio	<i>Internally assessed 25%</i>	<ul style="list-style-type: none"> • 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. • 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 needed to produce a digital media product. • You will create a portfolio and manage the pre-production for your own creative digital media production.
Responding to a Commission	<i>6 hours Externally assessed 33%</i>	<ul style="list-style-type: none"> • 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. • 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. • 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.
Film Production – Fiction	<i>Internally assessed 17%</i>	<ul style="list-style-type: none"> • This unit will focus on the process of producing a short narrative film or film extract that uses generic conventions. • In this unit, you will investigate how conventions of narrative storytelling are used by filmmakers, looking generic conventions. You will then prepare for your own film production. • 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.

Preferred Qualities

A strong 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, as well as writing. Entry requirements are: Merit in BTEC Media Level 2 and Grade 4 in GCSE English (if you studied the subject at KS4) or Grade 4 in GCSE Media and Grade 4 in GCSE English.

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. The media production skills taught on this course are also highly desirable for apprenticeships within the media (and business) industries.