



SUBJECT: Creative Digital Media Production (Extended Certificate)

HEAD OF DEPARTMENT:
Mr O Goodwin

EXAM BOARD AND SYLLABUS NUMBER:
Pearson / QAN: 60174675

SYNOPSIS OF CONTENT:

The qualification provides a coherent introduction to the study of creative digital media production at this level. Learners develop an understanding of the media industry through analysing media representations and pitching and producing media projects. It is designed for post-16 learners who aim to progress to higher education and ultimately to employment, possibly in the media industries, as part of a programme of study alongside other BTEC Nationals or A levels. Students will cover 4 assessed units which are: • Media Representation • Pre-Production Portfolio • Responding to a commission • Fictional Film Production This will give students an insight into the media production process from start to finish.

WHY STUDY THIS SUBJECT?

The subject will develop students understanding of the media sector as well as the following key areas: • cognitive and problem-solving skills: use critical thinking, approach non-routine problems applying expert and creative solutions, use systems and technology • intra-personal skills: communicating, working collaboratively, negotiating and influencing, self-presentation • inter-personal skills: self-management, adaptability and resilience, self-monitoring and development.

SELF STUDY ADVICE / USEFUL WEBSITES:

Students would benefit from access to their own equipment and video editing software. They must be willing to commit time and effort to recording and editing in their own time. They must also be willing to invest time into the process of analysing media content in depth at home.

HOW IS IT ASSESSED?

Media Representation - Externally Assessed Examination. The examination is two hours long and is marked out of a total score of 80. Responding to a commission - Externally Set Controlled Activity based on a pre-released commission. This consists of two parts, both set by Pearson. In Part A students will be provided with a commission for a media production two weeks before the supervised assessment period. In Part B students will have 5 hours to complete a series of tasks in a supervised assessment period. This unit is a written submission with a total of 75 marks available. Pre-Production Portfolio - Internally Assessed and linked to the final unit. Fictional Film Production - Internally Assessment practical unit in short film production. The two internally assessed units are assessed through a variety of written and practical tasks which will be clearly outlined to students at the start of each unit.

ADDITIONAL INFORMATION / CAREER OPPORTUNITIES

This course provides transferable knowledge and skills that prepare learners for progression to university. The transferable skills that universities value include: • the ability to learn independently • the ability to research actively and methodically • to be able to give presentations

SPECIFIC MATRICULATION REQUIREMENTS

Sixth Form general matriculation requirements. Students would benefit from a previous media qualification such as the GCSE in which case a Grade 5 is required. Student's need to understand the intense workload involved in this course and the expectation that students will be conducting a large amount of work outside the classroom. This will include regular homework activities and practical elements such as recording for projects that cannot be conducted in class.