

CREATIVE MEDIA PRODUCTION

The BTEC award in Creative Media Production gives pupils the opportunity to develop skills and understanding about the media industry. Pupils will focus on three main areas: **moving image/audio**, **publishing** and **interactive media**. Pupils will undertake a series of components within these three areas and develop their understanding of the industry along the way.

Components

The course is split into three main components, two of which are internally assessed and one which is externally assessed. From the table below, you can see the breakdown of the components as well as the guided learning hours for each component:

Pearson BTEC Level 1/Level 2 Tech Award in Creative Media Production

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Component number	Component Title	GLH	Level	How assessed
1	Exploring Media Products	36	1/2	Internal
2	Developing Digital Media Production Skills	36	1/2	Internal
3	Create a Media Product in response to a brief	48	1/2	Synoptic External

The non-exam internal assessment is delivered through Pearson-set assignments. These assignments are set by Pearson and for each component new assignments are released twice a year. Pupils will be given a set time to complete these assignments.

Component 1: Exploring Media Products

In this component, pupils will analyse existing media products in one of the three main sectors, they will also understand their purpose and the meaning they convey to audiences. Pupils will have to also understand sector specific features of some of the existing products and be able to give examples.

Component 2: Developing Digital Media Production Skills

In this component, pupils will understand what skills are required to create their own digital media products in **one** of the main sectors. Pupils will then create their own product in one of these areas (this could be a film or documentary, a blog or website, etc.) and evaluate the product and how successfully they were able to implement their skills.

Component 3: Create a Media Product in response to a brief

This component is the controlled external assessment. Pupils will be given a brief set by the exam board and will have to plan, create and edit a product in response to said brief. This will be done under controlled conditions. The component will focus on four main areas of study:

- AO1** Understand how to develop ideas in response to a brief
- AO2** Develop planning materials in response to a brief
- AO3** Apply media production skills and techniques to the creation of a media product
- AO4** Create and refine a media product to meet the requirements of a brief

These four areas of study help guide pupils through the process of producing a media product and this component will encompass all of the skills, techniques and understanding that they have gained within components 1 and 2.

Please contact Mrs K Basuita if you would like further guidance.

