

MEDIA (VIDEO PRODUCTION) Edexcel BTEC Level 1 / Level 2 Tech Award in Creative Digital Media Production

The Media course has two different options. This option is focused on video production – see below for full details. Film and television continue to be a huge and growing part of the British economy and an increasing number of Universities and Colleges offer courses in film, television, digital media skills and animation.

Please note that it is only possible to choose one BTEC Media option – students cannot take both the Video Production and Computer Games courses.



Who is it for?

Anyone who thinks they might want to work in the media industry should seriously think about taking this course. Anyone who enjoys films, television programmes and animation or is interested in marketing and wants to know more about how they are put together should also consider it, as should anyone who wants to develop digital skills including filming and editing.

You do not need to have any particular skills to do this course, but you will need to be interested in all aspects of film & television and other media products like music videos and advertisements. You should be interested in learning how to make film. You also need to enjoy working on computers, as this is what you will be doing most of the time, and be interested in the media generally, as part of the course covers this.

We are planning to run two strands in the course – film and animation, subject to demand. You will be able to choose which one you want to focus on, but you will then need to stick with it as the skills you develop in film or animation will be the skills you use in the final external assessment.

What does the course cover?

There are three components in the course we are offering:

Component 1: Exploring Media Products

There are two learning aims for this unit:

- Investigate media products
- Explore how media products are created to provide meaning and engage audiences

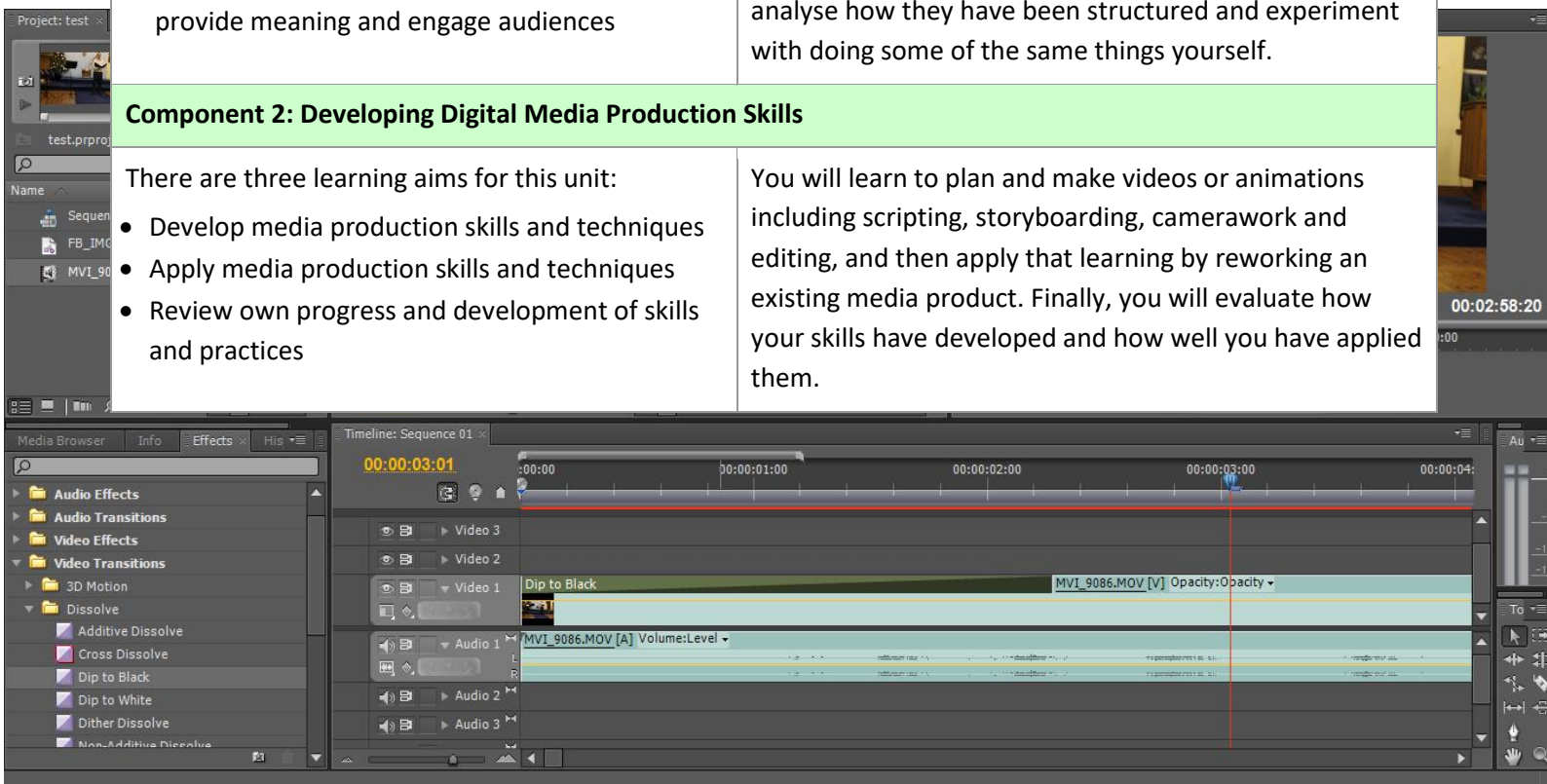
You have to study the purpose and audience for media products generally including audio-visual products like films. You will focus on video or animation products, analyse how they have been structured and experiment with doing some of the same things yourself.

Component 2: Developing Digital Media Production Skills

There are three learning aims for this unit:

- Develop media production skills and techniques
- Apply media production skills and techniques
- Review own progress and development of skills and practices

You will learn to plan and make videos or animations including scripting, storyboarding, camerawork and editing, and then apply that learning by reworking an existing media product. Finally, you will evaluate how your skills have developed and how well you have applied them.



Component 3: Creating a Media Product in Response to a Brief (external assessment)

There are four assessment objectives for this unit:

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

You will take everything you have learned about making videos or animation and apply it to a brief from the exam board. You will have a limited time to plan a response to the brief, then a few weeks to get everything ready before finally making your video or animation in another limited time slot.

How is the course assessed?

Components 1 and 2 are both assessed in school with the marking checked by the Exam Board. Component 3 is completed in class time in school but marked by the Exam Board.

Assessment is done through a series of assignments. The Exam Board insists that assignment briefs show you exactly what you are assessed on and include the assessment criteria so you can see exactly what you have to do.

Students are assessed through a wide variety of means. There is assessed practical work and reports and evaluations which can be written or spoken – you will sometimes have a choice about how to present your work. Precise details of the assessments required will be included in each assignment brief.

Is it possible to progress from this course into the Sixth Form?

We currently offer a Level 3 BTEC in Broadcast & Studio and this is the ideal progression route, perhaps before moving on to study film & television production or animation at University. A Level Media Studies or the Gaming course are other possibilities.

Is there any other important information?

The course does not always have regular homework, although you will often be expected to do work outside school as the assignments require. School computers with the specialist software will be made available by arrangement if you need them, at lunchtime and/or after school.

Some previous student film work is available on the Media Department YouTube channel at

<https://www.youtube.com/user/williamhbroadcast>

Mrs Gregory currently teaches this course and it is intended that she will teach this course in September 2019 as well. For more information, please see Mrs Gregory or access the Edexcel website at

<http://qualifications.pearson.com/en/qualifications/btec-tech-awards/creative-media-production.html>

