



CREATIVE MEDIA PRODUCTION BTEC LEVEL 3

COURSES AVAILABLE:

BTEC Level 3 Extended Certificate – Equivalent to one A Level

The Extended Certificate is completed over two years.

Details of the course:

The Edexcel BTEC Level 3 Nationals in Creative Media Production have been developed to focus on:

- 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.
- 25% Exam
- 75% controlled assessment (coursework)

UNITS:

1. Media Representations (Exam Unit)

In this unit, students 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.

4. Planning and Pitching

This unit will enable students to develop understanding of the essential pre-production work that takes place as part of a creative media production. Students will gain an understanding of the requirements of the planning stage, from finance and logistics to regulations. They will create a portfolio and manage the pre-production for your own creative media production.

8. Responding to a Brief (Controlled Assessment Unit)

Students 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. They will work within the requirements and constraints of the client's specifications and consider responses in terms of ethos, format, budget, platform and duration.

10. Video Production

In this unit, students will investigate how conventions of narrative storytelling are used by filmmakers, looking at formats and generic conventions. Students will then prepare for a film production by creating and gathering the materials and preparing the cast and crew. They will need to bring together a range of elements to successfully produce a product: camera, lighting, acting, direction and sound during the production phase, and successfully use post-production techniques to deliver a final outcome.