



## BTEC TECH AWARD IN CREATIVE MEDIA PRODUCTION

AWARDING BODY: EDEXCEL

QUALIFICATION: 1/2

AVAILABLE: ALL STUDENTS

### COURSE OUTLINE

#### Unit 1 – Exploring Media Products (Coursework)

Students explore what the Media Industry is about, what it is like to work in the industry and learn the skills needed.

-moving image (TV & Film) -publishing (newspapers and magazines) -interactive (websites, apps and games)

#### Unit 2 – Developing Digital Media Production Skills (Coursework)

Students develop the knowledge, skills and best practices.

-experiment with production skills and techniques -apply technical skills to make a product -reflect on progress

#### Unit 3 – Responding to a brief (Exam Unit)

Students apply everything they learned in the coursework units to a real-life scenario.

-learn how to respond -plan the response -apply the skills and techniques to a production -justify the process -reflect and evaluate

#### Course requirements:

- Students must have a USB memory stick of at least 4GB
- It is expected that students will, on occasions, work after normal school hours or during lunch times to complete their practical coursework

#### This subject is most suitable for:

- Those who are prepared to work with technology (both Apple Mac and PC)
- Students who are able to work well with others
- Students who meet strict deadlines and are organised
- Students who want to take a hands-on course alongside their GCSE's



## ASSESSMENT METHOD

60% coursework (Units 1 & 2 30% each)  
40% exam (Unit 3)  
To be completed over the 2 years

## SKILLS ACQUIRED

- Develop valuable skills in different disciplines
- Produce a practical response to a digital media brief
- Explore potential careers in the industry

**Specification:** [http://qualifications.pearson.com/content/dam/pdf/btec-tec-awards/creative-media-production/2017/teaching-and-learning-materials/Look\\_Guide\\_BTEC\\_Tech\\_Award\\_in\\_creative-media-production.pdf](http://qualifications.pearson.com/content/dam/pdf/btec-tec-awards/creative-media-production/2017/teaching-and-learning-materials/Look_Guide_BTEC_Tech_Award_in_creative-media-production.pdf)

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