



BTEC Level 2
Tech Award

Creative Media
Production



Why is Media relevant?

- The creative media sector is a dynamic, growing and rewarding sector to work in. The UK's creative industries as a whole are now worth over £84 billion per year to the UK economy.
- Working in the creative media industry involves a wide range of practical processes, skills and techniques.
- As digital technology continues to evolve, media techniques have become more sophisticated and media products are becoming more advanced.



Media Course

The qualification is the same size and level as a GCSE.

It is aimed at those who may be interested in pursuing a career in creative media production. The qualification helps you to explore the sector by undertaking practical media projects.

On this course, you will:

- ▶ investigate different media products, such as audio/moving image, publishing and interactive design, considering their style, design, audience, and context
- ▶ explore creative media production processes and practices by generating ideas, and planning production and post-production processes
- ▶ develop digital media production skills and techniques.



Media Course

Component 1: Exploring Media Products (February/March year 1)

- ▶ Assessment type: **Internal**
- ▶ Learners will develop their understanding of how media products create meaning for their audiences. Learners will examine existing products and explore media production techniques.

Component 2: Developing Digital Media Production Skills (Oct/Nov year 2)

- ▶ Assessment type: **Internal**
- ▶ Learners will develop skills and techniques in media production processes by reworking media products from one of the following sectors: audio/moving image, publishing, interactive design.

Component 3: Create a Media Product in Response to a Brief (May Year 2)

- ▶ Assessment type: **External**
- ▶ Learners will apply and develop their planning and production skills and techniques to create a media product in response to a client brief

Component	Description of Pearson-set Assignment
Component 1: Exploring Media Products	Non-exam internal assessment set by Pearson, marked by the centre and moderated by Pearson. The Pearson-set Assignment will be completed in approximately 10 hours of supervised assessment. 60 marks.
Component 2: Developing Digital Media Production Skills	Non-exam internal assessment set by Pearson, marked by the centre and moderated by Pearson. The Pearson-set Assignment will be completed in approximately 10 hours of supervised assessment. 60 marks.

Component	Description of set task	Assessment
Component 3: Create a Media Product in Response to a Brief	Task set and marked by Pearson completed under supervised conditions. The set task will be completed in 10 hours of supervised sessions in a period timetabled by Pearson. 60 marks.	May/June from 2024 onwards

What makes a good Media student?

BTEC Creative Digital Media production Students...

- ▶ ... take responsibility for their own learning
- ▶ ... know how to work to a brief with set deadlines
- ▶ ... efficiently manage time to complete tasks and processes
- ▶ ... have real experience of effective teamwork
- ▶ ... develop interpersonal and practical thinking



What skills will I develop during this course?

You will develop a range of communication skills, written, verbal and IT based, as well as camera and digital editing skills.

You will need to be able to use word processing and using a variety of IT software packages, including the latest Adobe editing software.

Your interpersonal skills will also be developed, as you will be working within small groups in discussions, production work and pitching ideas and presentations.

You will be able to work independently to a client brief, using relevant software.

What are the progression routes for this qualification?

- You will have acquired knowledge and developed useful skills, which are not generally covered in GCSE courses. This will give you a better idea of whether the creative media sector is for you and, if so, which part of it you might want to study further.
- After you have finished the course, you may want to go on to further study, such as A Levels, BTECs or a mixture of both.
- You will find that many of the ideas covered here are further developed in qualifications such as BTEC Nationals in Creative Digital Media Production, Art and Design, and Information Technology.
- Alternatively, you might want to find work in the creative media sector as an apprentice or as a trainee. The best option for you will depend on the grades you achieve in this qualification and in any other qualifications you have taken, what you enjoy doing and the advice you can access about further learning and training opportunities available in your area.

The Right Reasons to Choose

- You find the subject interesting
- You're good at it and achieving well
- You need it or it's useful for your future career
- You can develop new skills
- You think you will do well in it
- Your teachers/parent/you think it is a suitable choice for you



Finally ...

- Choices are the beginning
- Hard work whatever the subject
- There are no easy options

DEADLINE FOR OPTIONS

Friday 20th January 2023

Have a good evening