

BTEC Media – Subject Information Sheet

Why choose BTEC Media?

“The media is the most powerful entity on Earth. They have the power to make the innocent guilty and to make the guilty innocent, and that’s power. They control the minds of the masses” – Malcolm X

This course offers students the opportunity to develop knowledge and skills through ‘doing’. Students can bring their own interests and ideas into the work they do. This course allows them to learn broadly about different audiences and types of media including magazines, film, advertising and photography.



Every day you are exposed to newspaper headlines, film trailers, advertising on billboards, and constant updates on your social media accounts. What could be more important than thinking critically about the messages you are receiving? How is your life impacted by the media you consume? How does the mainstream media manipulate the masses to maintain the status quo? What are the consequences? What are the alternatives? What might the future hold?

We offer the Digital Creative Media Production Extended Diploma which is the equivalent of 3 A-levels. This course is also two years in length and consists of 13 units of work, 4 of which are externally assessed. Units studied include: short fictional film production; digital photography and image manipulation techniques; page layout and design for magazines and film posters; and advertising. Within these units you will learn about the way products are constructed, will plan and prepare your own productions, and present your final production pieces. This is a great course for those who want to develop their media skills and begin developing their own ideas and build a portfolio of work. Please visit our Weebly site where you will find the most up to date student handbook with a detailed breakdown of the course units, as well as links to our student blogs where you will find all their coursework.

COURSE CONTENT & ASSESSMENT

CONTENT OVERVIEW	WHAT YOU WILL LEARN	ASSESSMENT INFORMATION
Unit 1: Media Representations	You will consider how different media representations are constructed by media producers to create meaning, messages, and values. You will study a range of media from different sectors including music videos, short films, news, websites, digital games, and advertising.	Mandatory unit Externally assessed 2-hour exam 80 marks 90 GLH
Unit 2: Working in the Creative Media Industry	You will explore employment and job opportunities in the creative digital media sector. This unit will help to prepare you for the next steps after 6 th form, whether it is applying to university, apprenticeships, or the workplace!	Mandatory unit Internally assessed 90 GLH

Unit 3: Digital Media Skills	Use the digital media technical skills you have learned throughout the course to create a new media product as prescribed by the exam board.	Mandatory unit Externally assessed 30-hour supervised assessment period Brief released 12 weeks before assessment period 60 marks
Unit 4: Pre-production Portfolio	Demonstrate your ability to plan and deliver a digital media product, carrying out essential tasks and creating a portfolio of your work. Learn how to write a screenplay, create a storyboard, carry out risk assessments, and so much more!	Mandatory unit Internal assessment 90 GLH
Unit 5: Specialist Subject Investigation	Here you will gain an understanding of research methods and techniques in relation to a specialist media subject for example the marketing of a film.	Mandatory unit External assessment 18 hour supervised assessment period Brief released 6 weeks before assessment period 90 GLH
Unit 6: Media Campaigns	Explore media campaigns to identify their purposes and features, and develop skills in campaign production to produce a cross-platform media campaign.	Mandatory unit Internal assessment 90 GLH
Unit 8: Responding to a Commission	This unit considers the commissioning process and how media producers respond to clients by generating ideas using a range of skills.	Mandatory unit External assessment 5 hour supervised assessment period Brief released 2 weeks before assessment period 90 GLH
Unit 10: Fictional Film Production	In this unit you will learn how to analyse film texts from the horror and thriller genres. You will investigate the codes and conventions of these popular genres and go on to plan and direct your own short film!	Internal assessment 60 GLH
Unit 14: Digital Magazine Production	You will explore the codes and conventions of different magazine genres and platforms. You will then select and prepare content, and create layouts for a new music magazine.	Internal assessment 60 GLH

Unit 15: Advertising Production	You will explore codes and conventions of advertising production. You will then plan and create your own advertising campaign for the product or service of your choice.	Internal assessment 60 GLH
Unit 21: Editing Techniques	Explore the importance of editing in the creation of meaning in both film and TV. As part of your assessments you will create a number of short film projects in either the home invasion horror genre or thriller genre.	Internal assessment 60 GLH
Unit 27: Digital Photography	Explore the techniques required to produce digital photographs. Then experiment with and use digital photography techniques to produce digital photographs to be used in other units.	Internal assessment 60 GLH
Unit 28: Digital Manipulation Techniques	Develop your Photoshop editing skills! In this unit you will learn a wide range of editing techniques to manipulate your own photographs for a range of purposes including: film poster; an advert; and magazine pages.	Internal assessment 60 GLH

Want to find out more? Here are some useful websites and resources to use.

<http://challonermedia.weebly.com/>

<https://qualifications.pearson.com/en/qualifications/btec-nationals/creative-digital-media-production-2016.html>

<https://www.ucas.com/explore/subjects/media-studies>

<https://www.ucas.com/explore/subjects/film-cinematics-and-photography>

Educational Progression and Career Opportunities.

What possible careers or degree subjects would Btec Media be useful for?

Studying Btec Media will equip you for a wide range of jobs, including as: a presenter, advertising media buyer, Copywriter, media researcher, broadcast journalist, writer, social media manager, television/film producer, PR consultant, web content manager, photographer, political adviser, editorial assistant, film editor, SFX artist, camera person, Photoshop artist, and many more.