



St John's Curriculum Overview – Years 12 /13



Subject title	BTEC Level 3 National Extended Certificate in Creative Digital Media Production
Setting arrangements	None – Single Class Entry
Time allowance each fortnight	16 Hours per fortnight

Introduction
The qualification is designed for post-16 learners who want to progress to higher education, probably in a media related discipline. It is an opportunity for learners to understand more about the scope of creative digital media production and develop knowledge about the creative media industries. The qualification a full two-year programme when studied alongside further level 3 qualifications and is the equivalent of 1.5 A-Levels.

Topics, Skills and Assessment covered during the course

Year 12	Topics covered	Skills developed	Assessment
Terms 1, 2, 3 and 4	Unit 1: Media Representations	This unit will provide a foundation for understanding semiotic analysis and the 'reading' of media texts, which is important when consuming messages and producing representations of your own through the production of media in the optional units. In this unit, you will draw on your learning from across the programme to complete assessment tasks. It also provides an introduction to fundamental media theory and analysis that is the basis for many progression routes at higher education level.	Summary of assessment: This unit is assessed through an onscreen examination set and marked by Pearson. The examination will last two hours and will consist of short- and long-answer questions. It will be taken under supervised conditions. Learners will have access to the unseen media product(s) or extracts during the examination and will be able to engage with the material independently using the onscreen platform. Learners will use the platform to input their written responses. The number of marks for the paper is 80. The assessment availability is twice a year in January and May/June. Students will sit the exam at the end of Year 12.
	Unit 4: Pre-Production Portfolio	You will gain an understanding of the requirements of the planning stage, from finance and logistics to regulations. Your investigations will help you develop the pre-production skills and experience needed to carry out your own tasks and to produce a digital media product. You will create a portfolio and manage the pre-production for your own creative media production.	Coursework Evidence for the assignment: <ul style="list-style-type: none"> • A report on the format, function and purpose of the processes and documentation essential for pre-production. • Complete pre-production tasks with appropriate annotations to indicate the tasks undertaken by learners. Presentation of a pre-production portfolio containing relevant documentation and annotations. • A written/audio/video summary to document how pre-production was managed.

	Unit 10: Film Production (Fiction)	This unit will focus on the process of producing a short narrative film or film extract that uses generic conventions. In this unit, you will investigate how conventions of narrative storytelling are used by filmmakers, looking at formats and generic conventions. You will then prepare for a film production by creating and gathering the materials and preparing the cast and crew. You will need to bring together a range of elements to successfully produce your product: camera, lighting, acting, direction and sound during the production phase, and successfully use post-production techniques to deliver a final outcome.	<p>Evidence for the assignment:</p> <p>Understand codes and conventions of fictional film production</p> <ul style="list-style-type: none"> • Analysis of a range of media texts and their use of narrative. • Micro-analysis of visual storytelling for a specific genre. • Analysis of formats and structural conventions. <p>Produce material for a fictional film of a specified genre</p> <ul style="list-style-type: none"> • Image and sound footage. • Camera sheets and sound sheets of logged material. • Image and sound files collated into scenes and shots. • Logged copyright free music and effects. <p>Apply post-production techniques to a fictional film utilising codes and conventions of a specified genre</p> <ul style="list-style-type: none"> • Final edited short genre film or film extract.
Terms 5 and 6	Unit 1: Revision in preparation for Unit 1 exam in May/June	As above	As above
Terms 5 and 6	Unit 6: Marketing Campaigns	<p>Learners explore media campaigns to identify their purpose and features, and develop skills in campaign production to produce a cross platform media campaign.</p> <p>In this unit, you will develop a broad understanding of why and how media campaigns are created: their distinguishing features, the strategies used to reach their audience and how the many different elements in a campaign are constructed to ensure cohesion when viewed across different media platforms and are successful in communicating their message. You will plan your own media campaign, preparing materials and developing strategies to achieve its purpose. You will develop production skills through the creation of a cross-platform media campaign.</p>	<p>Coursework Evidence for the assignment:</p> <ul style="list-style-type: none"> • Case study analysis of existing media campaigns identifying and analysing their purpose and key features. • A development portfolio, including evidence of learners' research findings, details of their planned media strategy and evidence of preparation of campaign materials such as drafting, mock-ups, layouts, scripts. • Presentation of the complete campaign to enable all materials to be seen together, for example blog or physical portfolio. Visual presentation, audio report or written report to show evidence of creating cohesion, strategies for implementation. • Records of data collection from the campaign, such as printouts, screenshots. Evidence of undertaking audience feedback, such as interviews, questionnaires. A review of the campaign in the form of a written review, (blog, essay, report), audio review, visual presentation.
Year 13	Topics covered	Skills developed	Assessment
Terms 1 and 2	Unit 6: Marketing Campaigns	As above	As above

Terms 1 and 2	Unit 8: Responding to a Commission	<p>This unit considers the commissioning process and how media producers respond to clients by generating ideas using a range of skills. This unit will develop your ability to respond to briefs and understand the commissioning process, which is an essential aspect of successful, commercial media production. The development of communication and problem-solving skills involved in responding to a commission are an essential part of all media study and will support the generation of creative and commercial ideas necessary for progression to employment and higher education.</p>	<p>Summary of assessment: This unit is assessed through a task set and marked by Pearson. The task is pre-released two weeks before a supervised assessment in order to carry out research activities into a commission for a media production</p> <p>AO1 Demonstrate knowledge and understanding of media production processes and related considerations when responding to a brief AO2 Apply knowledge and understanding of media production processes in context, demonstrating how constraints affect decisions and the ability to adapt to changes in requirements AO3 Analyse and interpret information related to purpose, technical and logistical requirements of the brief and evaluate solutions for implementation with appropriate justification AO4 Be able to respond creatively to a brief demonstrating the ability to synthesise a range of ideas</p> <p>The assessment will take place in May / June of Year 13</p>
Terms 3 and 4	Unit 14: Digital Magazine Production	<p>Learners will explore codes and conventions of different magazine genres and platforms. They will select and prepare content and create layouts for a specific genre of magazine.</p> <p>In this unit, you will learn about the codes and conventions that magazine producers use to communicate with their target audience, and how they generate, select and prepare materials to produce a completed magazine cover and double-page spread. The skills you will develop in this unit can be applied to both print and digital magazines across a wide range of genres. The layouts you produce for this unit can form part of a portfolio of work for progression to employment or higher education.</p>	<p>Coursework Evidence for the assignment:</p> <ul style="list-style-type: none"> • A report in the form of a blog or presentation of annotated examples, evaluating the impact of the codes and conventions of magazine design and layout for a specific genre of magazine in appealing to the target audience and fulfilling the magazine purpose across print and digital platforms. • Pre-production materials for a magazine, including an analysis of the content and technical requirements for a specific genre and platform and an annotated log showing all creative and technical decisions relating to how all materials have been generated, selected and prepared. • Finished layouts for a magazine cover and double-page spread for a magazine of a specific genre, accompanied by a log of design and production stages. It must show experimentation with codes and conventions within trial layouts, and justification of final design and production decisions. It will include a review of the suitability of the product for a specific target audience.
Term 5 and 6		Completion of all Units and Revision for Unit 1 and Unit 6 Exams	

Resources Recommended for Revision and where they are available:

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

Homework:

There will be an expectation of homework / Coursework Tasks dependent on the Unit and task being studied. For example, when they are creating their audio/visual product, they will be expected to work out of school hours in order to film or edit their final materials. Students will also be tasked with researching or watching certain things at certain times in preparation for analysis or study during class.

Additional support and help for the course

The media department has access to all necessary software and equipment for any student to achieve the highest grades on the course. There is no requirement for students to have access to personal items of equipment or specialist software, though if these are already owned by the student then there is no restriction on their use, on the understanding that software is compatible with school systems and that all personal equipment is used entirely at the risk of the owner.

Extra-Curricular:

Watch films, sit-coms, panel shows; read newspapers and credible news sources; watch the news, listen to the radio; take an interest in the media landscape.