

BTEC Tech Award

CREATIVE MEDIA PRODUCTION



EXPLORING & PRODUCING MEDIA PRODUCTS

The media plays a huge part in our lives and we spend many hours consuming and discussing it with friends, as well as maybe producing and posting content ourselves on You Tube, Twitter or Facebook. The power of the media is not to be underestimated, our everyday lives are saturated with it thanks to the technology we carry around in our pockets. It is such a major part of our lives that it's important we are able to understand it and how it works to manipulate and persuade us as well as entertain and inform us.

The BTEC Tech Award in Creative Media Production (the equivalent to 1 GCSE) is designed to allow you to develop professional industry skills in order that you can be producer of media and provide you with the knowledge and understanding to become an informed consumer of the media. It draws on your interest and enthusiasm for media products and introduces you to the way media products including audio/moving image (TV, radio, film and advertisements), print (magazines, newspapers and advertisements) and eMedia (video games, blogs, websites and apps) are planned, produced and edited for a specific audience.

You will learn to explore, analyse, plan, produce and edit a broad range of media products from all 3 areas of the creative media industries including:

Audio/Moving Image Products

- TV programmes, films, music videos, animations, TV and radio advertisements, radio broadcasts, podcasts

Publishing Products

- Newspapers, magazines, comics, brochures, advertisements

Interactive or eMedia Products

- Websites, mobile apps, e-magazines, mobile games, video games, online games, advertisement



Course Outline

BTEC Tech Award in Creative Media Production

Component 1: Exploring Media Products (36 guided learning hours)

Controlled assessment, internally set and marked by school and then sent off and moderated by the exam board.

You will look at a range of media products from audio/moving image, print and interactive or eMedia and explore how they engage and appeal to audiences for a range of reasons from entertainment and information, to raising awareness of an issue or simply in order to make a profit.

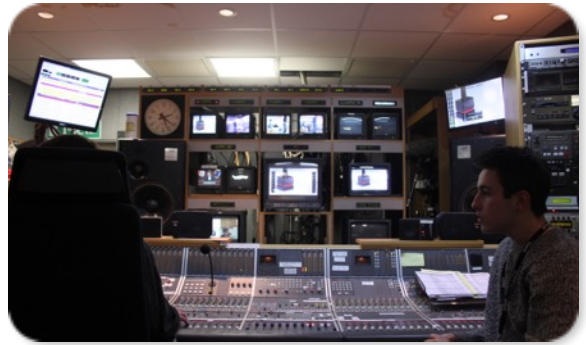
You will develop an understanding of how media products appeal to audiences through genre, narrative, representation and audience interpretation. This means analysing how media products use media language and production techniques like camerawork and sound, design and layout, or graphics and menus to appeal to and create meaning for audiences.



Component 2: Developing Digital media production Skills (36 guided learning hours)

Controlled assessment, internally set and marked by school and then sent off and moderated by the exam board.

You will develop media pre-production, production and post production skills in audio/moving image, print and interactive



or eMedia and then use those skills to create your own media products.

You will also need to review and evaluate both your use of the professional media industry techniques and process and your final media products, as well as sharing them with an online audience via your ePortfolio.

Component 3: Create a media Product in Response to a Brief (48 guided learning hours)

A practical style examination set by the exam board, but planned, produced and post produced in class over a set period of time and then sent off to the exam board to be marked by an examiner.

You will need to generate ideas in response to the exam board's brief, develop pre production materials to plan the creation of your product and then use your digital media production skills to create and refine your final media product.

Assessment Objectives:

The BTEC Tech Award in Creative Media Production is assessed according to:

Pass

- Identify, describe and demonstrate

Merit

- Outline, discuss, explain and demonstrate effectively

Distinction

- Analyse, critically discuss and demonstrate imaginatively.

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