



Media Studies (BTEC)

Pearson: BTEC Level 3 National Extended Certificate
in Creative Digital Media Production 360 GLH
Contact: Mrs R Wheeler

Course Outline:

In the first year, you will be expected to complete a Pre-Production Portfolio. Learners will study the requirements of planning and delivering a digital media product, carrying out essential pre-production tasks and creating a pre-production portfolio. This unit will enable you to develop your understanding of the essential pre-production work that takes place as part of a creative media production.

This will be followed by an onscreen exam on Media Representations, set and marked by Pearson. The duration of the exam is two hours. You will study a range of media from different sectors, such as music videos, short film extracts, animation, news programmes, websites, digital games and print adverts, in order to explore how meaning, messages and values are constructed through formal and stylistic elements.

In the second year, you will be introduced to a web production life cycle that involves learning how to manipulate common codes and conventions to produce a website that meets a specific purpose and appeals to the intended user. Website production is a dynamic and constantly evolving environment. Creating a successful website involves designing imaginative web pages that combine engaging content, functionality and effective design to enhance the user's experience.

Finally, you will be expected to complete a task, again marked and set by Pearson. In Part A, learners will be provided with a commission for a media production two weeks before the supervised assessment. Part B is a task completed in five hours. In this unit, you will understand how to respond to a commission brief with ideas based on the required content, style, audience, purpose and approach proposed by the client. You will work within the requirements and constraints of the client's specifications.

Assessment Framework:

Equivalent in size to one A-level.

AS Level (Year 12)

- Unit 1: Media Representations exam.
- Unit 4: Pre-Production Portfolio.

A2 Level (Year 13)

- Unit 8: Responding to a Commission assessment.
- Unit 12: Website Production

Course Entry Requirements:

GCSE Media Studies 6

or if not studied before:

GCSE English Language 6

Why Study Media Studies?

The qualification will provide an introduction to the study of creative digital media production. Learners will develop an understanding of the media industry through analysing media representations and pitching and producing media projects. It will support future progress into careers in marketing, advertising and business as well as the media industry.

Be The Best You Can Be