

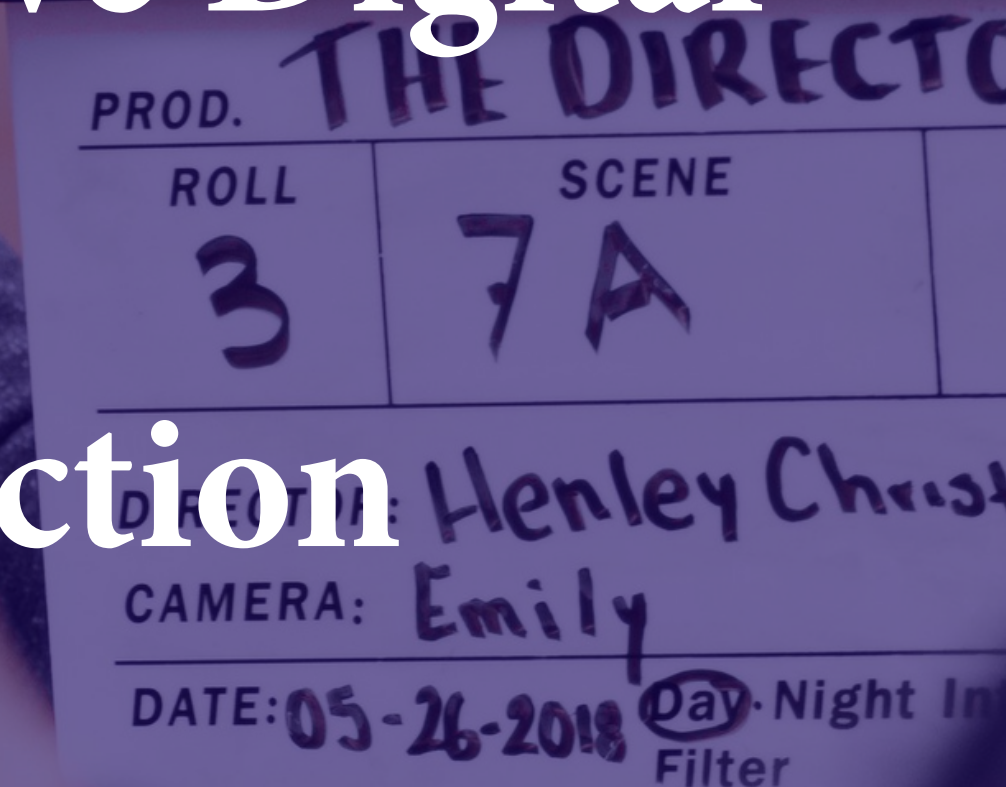


Bideford College

Part of the Athena Learning Trust

Creative Digital Media Production

**Subject Information
For admissions in September**



Creative Digital Media Production

Exam Board: Pearson

Qualification Title: Creative Digital Media Production

Specification link:

<https://qualifications.pearson.com/content/dam/pdf/TEC-ationals/creative-digital-media-production/2016/specification-and-sample-assessments/btec-13-nat-extcert-in-creative-digital-media-prod-spec.pdf>

The Pearson BTEC Level 3 National Extended Certificate in Creative Digital Media Production provides a coherent introduction to the study of creative digital media production at this level. Learners develop an understanding of the media industry through analysing media representations and pitching and producing media projects. It is designed for post-sixteen learners who aim to progress to higher education and ultimately to employment, possibly in the media industries, as part of a programme of study alongside other BTEC Nationals or A levels. The course is made up of three components: two that are internally assessed and one that's externally assessed.

Unit four

- Pre-production Portfolio In Unit 4, students will:
- Study the requirements of planning and delivering a digital media product, carrying out essential pre-production tasks and creating a pre-production portfolio
- Develop their understanding of the essential pre-production work that takes place as part of a creative media production
- Develop the pre-production skills and experience needed to carry out their own tasks and to produce a digital media product

Unit 10 (internal coursework)

- Film Production – Fiction
- In Unit 10, students will:
- Focus on the process of producing a short narrative film or film extract that uses generic conventions.
- Investigate how conventions of narrative storytelling are used by filmmakers looking at formats and generic conventions
- Prepare for a film production by creating and gathering the materials and preparing the cast and crew.

Unit 1 (external examination)

- Pre-production Portfolio
- In Unit 1, students will:
- Consider how different media representations are constructed by media producers to create meaning, messages and values
- 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

Unit 10 (internal coursework)

- Film Production – Fiction
- In Unit 10, students will:
- Bring together a range of elements to successfully produce their film: camera, lighting, acting, direction and sound during the production phase, and successfully use post-production techniques to deliver a final outcome.

Unit 4 (internal coursework)

Pre-production Portfolio

In Unit 4, students will:

- Review pre-production of their film

Unit 8 (external examination)

Responding to a Commission

In Unit 8, students will:

- Consider the commissioning process and how media producers respond to clients by generating ideas using a range of skills
- Understand how to respond to a commission brief with ideas based on the required content, style, audience, purpose and approach proposed by the client
- Work within the requirements and constraints of the client's specifications and consider their response in terms of ethos, format, budget, platform and duration

Subject Contact:

DIRECTOR Mr G Alvarez
galvarez@bidefordcollege.uk