

SUBJECT: BTEC Level 1/2 Tech Award in Creative Digital Media Production	YEAR: 10
HEAD OF DEPARTMENT: Mr A Wallis	
GROUPING POLICY: Mixed ability in option blocks	
EXAM BOARD: Pearson	
ASSESSMENT: 60% Internally Assessed, 40% Externally Assessed.	
Link to Specification: http://qualifications.pearson.com/en/qualifications/btec-tech-awards/creative-media-production.html	
COURSE CONTENT: What will my child learn? The qualification allows students the opportunity to gain a broad understanding and knowledge, and develop skills, across the creative digital media sectors, e.g. moving image, audio production, games design, website design and publishing. In Year 10, students focus on an internally assessed unit that will explore the different digital media sectors and the products they produce. They will understand the range of technological platforms used to distribute media, and how each sector has a common production process. Sectors explored: <ul style="list-style-type: none"> • audio/moving image (TV programmes, video shorts, animations, radio broadcasting) • publishing (newspapers, magazines, books, e-magazines, comics) • interactive (websites, mobile applications, mobile games, video games, online games). Student understanding of digital media sectors and audiences will therefore form the basis of all other units and will provide a solid foundation on which to proceed with their own ideas for a digital media production. Later in the course students will have the opportunity to practically produce a range of work from at least 2 of the sectors above.	
What will homework look like? Homework will frequently take the form of learning lines for a practical assessment and research tasks that help support the work that students do in school e.g. researching the area of the media industry or analysing media products.	

What enrichment opportunities are available?

- Students will be encouraged to participate in the running of Rednock TV
- After school film making activities
- Development of photographic skill.
- Competitions can be entered

ASSESSMENT**How will my child's work be assessed?**

Students have to complete 2 internally assessed units

- Unit 1: Exploring Media Products (30%)
- Unit 2: Developing Media Products (30%)

Student will also need to complete an externally assessed unit. The brief for this unit will be set by Pearson.

- Unit 3: Create a Media product in response to a brief (40%)

All units will combine both written and practical evidence.

Coursework will take the form of real life media related industry briefs that students will have to address. Evidence for these assignments will take the form of written and practical work.

Students work is assessed through a summative assessment that is the final mark for the student. They will not have the opportunity to make improvements to their work unless there are exceptional circumstances which are agreed with the BTEC QN and a new deadline will be set.

ADDITIONAL INFORMATION**How can I support my child in this subject?**

A student opting for this course should have a good level of ability, aptitude, motivation and attendance, as well as an interest in the media related industries.

- Access to ICT for independent research
- Check that homework is being completed