



Ringwood School

A National Teaching Academy

BTEC Level 2 Tech Award in Creative Media Production

BTEC	Pass-Distinction	Pearson
Who is this course aimed at?	<p>This is offered as an options course.</p> <p>This course will be of interest to students who: have an interest in media and would like to study them in-depth.</p> <ul style="list-style-type: none"> - enjoy writing and have a good level of written English. - would like to learn basic film and print production techniques 	
How will I be assessed?	<p>The Award gives learners the opportunity to develop media knowledge and skills in a practical learning environment.</p> <p>There are 3 units total:</p> <ul style="list-style-type: none"> - 1 unit externally assessed (practical exam) - 2 units internally assessed (coursework) <p>The practical exam is akin to an art/photography exam where students are given a set brief before the exam, they then have a set amount of time to prepare resources needed eg photos, film footage. They then under exam conditions have a period of time to use their resources to create a piece of media to the set brief eg a trailer or leaflet.</p>	
Will I enjoy the course?	<p>You are most likely to enjoy this course if you enjoy ALL aspects of media. You will be expected to think critically about what is produced and how institutions attract their audiences.</p> <p>In addition, if you are interested in producing media products, learning how to use software such as Adobe Photoshop and Adobe Premiere, and how to use a camera and recording equipment, this course is perfect for you. Your enjoyment of this course will be affected by your ability to work well in groups, to take responsibility for your own learning and to write</p>	
What will be expected of me?	<p>Students are expected to complete guided research, practical tasks and reflection logs, work well individually as well as in small groups and to develop their practical media skills.</p>	

What will I study?

<p>Component 1: Exploring Media Products (internally assessed theory unit)</p> <p>Component 2: Developing Digital Media Production Skills (internally assessed practical unit)</p>	<p>In this unit you will study the audio/moving image industry (film and TV) to develop your understanding of how media products are created for specific audiences and purposes. You will explore the relationship between genre, narrative and representation in media products, and develop your understanding of how they are interpreted by audiences.</p> <p>In this unit, you will study the publishing industry (print) taking part in workshops and classes where you will develop practical skills and techniques. You will apply these skills and techniques. You will then use these skills to recreate a piece of print media e.g. a film poster.</p>
<p>Component 3: Create a Media Product in Response to a Brief (externally assessed practical exam)</p>	<p>In this practical exam, you will respond to a client brief and create a product in one of the following media sectors: audio/moving image, publishing or interactive. You will interpret the client's needs and engage in the process of ideas generation, selecting and refining your ideas until you are satisfied that you have an idea that meets the requirements of the brief.</p>