



## BTEC Level 2 Tech Award in Creative Media Production

| BTEC                         | Pass to Distinction*  | Pearson |
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| Who is this course aimed at? | This course is designed for students who have an interest in a variety of media products from films and video games to newspapers and radio shows- and would like to study them in-depth. It is advised you: <ul style="list-style-type: none"> <li>- enjoy writing and have a good level of written English.</li> <li>- would like to learn film analysis and print production techniques</li> </ul>   |         |
| How will I be assessed?      | The BTEC Award gives learners the opportunity to develop media knowledge and skills through a combination of written theory and practical learning environment.<br><b>There are 3 units total:</b> <ul style="list-style-type: none"> <li>- 1 unit externally assessed (practical exam)</li> <li>- 2 units internally assessed (coursework)</li> </ul> The practical exam is 10 hours spread over several sessions, where students respond to a creative brief. They independently investigate and produce content for an original media product e.g. taking photos and writing articles. Then using their resources they produce a creative and compelling piece of print media with industry standard software. |         |
| Will I enjoy the course?     | You are most likely to enjoy this course if you enjoy ALL aspects of media. You aren't just watching films and making products. You are expected to think and write critically about what is produced across all media sectors (Print, Video, Audio & Interactive) and how institutions attract their audiences using specific techniques. If you are interested in producing media products, learning how to use software such as Adobe Photoshop, or how to prepare for and take effective photos, this course is perfect for you. Your enjoyment of this course will be affected by your ability to work well in groups, and to take responsibility for your own independent learning.                         |         |
| What will be expected of me? | Students are expected to be organised and self-motivated. You will complete independent research, creative practical tasks and written reflection to evaluate your own progress. You will need to work well individually as well as in small groups and will have a desire to develop practical media production skills.  |         |

### What will I study?

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| <b>Component 1: Exploring Media Products (theory unit)</b><br>Taken in Year 10 (30%)                                  | In Component 1 you analyse films, trailers, adverts, TV shows, radio, podcasts, video games, graphic novels, magazines and newspapers plus other products of your choice. You investigate how they are created for specific audiences and purposes. You explore the relationship between genre, narrative and representation in media products, and develop your understanding of how they are interpreted by audiences. |
| <b>Component 2: Developing Digital Production Skills (practical unit)</b><br>Taken in Year 11 (30%)                   | In Component 2 you will focus on the publishing industry (print) taking part in workshops and classes where you develop practical skills and techniques, before applying them to create original print media e.g. a film poster, magazine cover or promotional leaflet.  |
| <b>Component 3: Create a Media Product in Response to a Brief (external practical exam)</b><br>Taken in Year 11 (40%) | In this practical exam, you respond to a client brief and create a print media product in exam conditions. You will interpret the client's needs and engage in the process of ideas generation, selecting and refining your ideas and producing a professional product which you will reflect on to demonstrate how you have produced a creative solution that meets the requirements of the brief.                      |