

BTEC Level 3 National Extended Certificate in *Creative Digital Media Production*

- Equivalent of one A-Level.
- Two year course for certification in 2023.
- Four units studied across the two years – two examination units and two internally assessed units.

Unit 1: Media Representations (online exam assessed by the exam board)

You will study a range of media forms such as music videos, short film extracts, animation, news programmes, websites and advertising in order to explore how meaning, messages and values are constructed. The examination is taken online at the end of Year 12, with the opportunity to retake it again in Year 13. You will be asked a variety of short and long answer questions that ask you to analyse an unseen media text (either print or audio/visual) and discuss media representations that you have studied in class.

Unit 4: Pre-Production Portfolio (assessed by your teacher)

You will study the requirements of planning a media product to better your understanding of essential pre-production processes that need to take place before a media product is actually made. You will be given a scenario media product to plan and present your work in a portfolio for assessment.

Unit 8: Responding to a Commission (assessed by the exam board)

In this unit you are given a set commission to recreate the experience of working in the media industry. The commission will set out a product that you need to research, plan and pitch your ideas on. The commission is released two weeks in advance of the assessment days giving you time to research and plan, then the assessment is held over two days in exam conditions where you type up your ideas. This work is sent off to the exam board to be marked.

Unit 10: Film Production or Unit 14: Magazine Production (assessed by your teacher)

You choose either one of these units based on whether you wish to produce an audio/visual product or print based product. In each unit you research the codes and conventions of your chosen product type, present your findings in a report before planning and producing the final film or magazine. These units are completed individually to a deadline to recreate the scenario of producing media products in real life work situations.

BTEC OR A LEVEL?

What is the difference between the BTEC course and the A Level Media Studies course?

The BTEC course is much more geared towards recreating vocational scenarios in preparation for students then progressing to work within the media industry. The A Level course is more 'traditional' with more components of the course centred on exams and media theory.

Am I more suited for the BTEC course or A Level course?

Apart from the teaching you will receive for Unit 1, the other units in the BTEC course are more independently based as you are prepared on how to meet the set brief you have been given, and then allowed a certain amount of time to complete and submit your work. This is ideal for creative people who have the ability to work independently and keep to deadlines.

Is the BTEC course easier than the A Level?

Not necessarily. The A Level course covers mores in depth media theories and of course requires you to sit two exams that make up 70% of the qualification. However, the BTEC course only has one exam unit where a Distinction grade (equivalent of an A grade) can be achieved with passing 65% of this exam. The BTEC course is sometimes more challenging in the amount of independent work you do, but this suits a lot of people who are better at more practical/creative skills than essay writing and academic skills.

Can I take both the BTEC course and the A Level course?

Certainly! If you are sure that the media industry is where you want to end up, then you can study both the BTEC and the A Level to give you the variety of both practical and academic skills.

Your Btec course in a nutshell

**4 Units – two exams and two internal coursework units.
Equivalent to 1 A-Level.**