CREATIVE MEDIA PRODUCTION

BTEC Tech Award



The Pearson BTEC Level 1/Level 2 Tech Award in Creative Media Production (Qualification Number: 603/1238/5), is for learners who want to acquire technical knowledge and technical skills through vocational contexts by applying the learned knowledge and processes related to investigating, exploring and creating media products as part of their Key Stage 4 learning. The qualification recognises the value of learning skills, knowledge and vocational attributes to complement GCSEs. The qualification will broaden the learners experience and understanding of the varied progression options available to them.

The Award gives learners the opportunity to develop sector-specific knowledge and skills in a practical learning environment. The main focus is on four areas of equal importance, which cover the:

- **development of key skills that prove your aptitude in creative media production such as investigating and developing ideas through pre-production, production and post-production of media products**
- **process that underpins effective ways of working in creative media production, such as responding to briefs and feedback, planning and generating ideas**
- **attitudes that are considered most important in creative media production, including personal management and communication**
- **knowledge that underpins effective use of skills, process and attitudes in the sector such as production processes and techniques.**

This course complements the learning in GCSE qualifications, such as Design and Technology, Art and Design, and Computer Science, by broadening the application of 'design and make' tasks, working with a media brief, and understanding and engaging different audiences through making compelling media products.

It is assessed through 3 components: 2 are internally assessed and worth 30% each and 1 is externally assessed and worth 40% of the final grade. Students focus on all 5 Media sectors; Moving Image, Audio, Gaming, Web and Publishing and work towards a final 9 hour product creation assessment.

Component 1 - Exploring media products (*30% internal assessment)*

Component 2 - Developing digital media production skills (*30% internal assessment)*

Component 3 - Create a media product in response to a brief (*40% external assessment)*

Grades will be awarded equivalent to 9-1 GCSE.