

Creative Digital Media Production

Level 2 BTEC

Double

Pearson

This is a creative and practical 1-year double BTEC course, worth 2 GCSEs, focusing on creative media production across a range of sectors. You will study five main topics covering 7 units: Media Industries and Audiences, Music Videos, Podcasting and Advertising and learn how to analyse, evaluate and create different media products.

Course Structure

You begin the course with a three-week induction unit, where we introduce media skills and give you an insight into upcoming units. We then move onto the exam units covering audiences and industries (Unit 1 and Unit 8), whilst interweaving assignments from other units, enabling a more practical approach to the exam content. Next up we cover the mandatory pitch and pre-production assignment (Unit 2), followed by the music video (Unit 9) and podcasting units (Unit 4 & 12), in which you will record and edit two more productions. Unit 3 is the finale of the course and is an opportunity to follow through with the entire production process in the creation of an advertisement. This course structure enables you to build on the skills and knowledge required at each level of the media production process in different sectors and contexts.

Skills & Knowledge

You will develop a range of skills such as analysis, evaluation and creation, taking a practical and vocational approach to the media production process. You will use industry standard software such as Adobe Premiere Pro, GarageBand and Audacity to produce different media texts throughout the course, learning how to edit, save and export audio and moving image productions.

Assessment

You will cover 7 units over the year, two of which are exams. These usually take place in January, with an opportunity to resit in the Summer term. The other five units are internally assessed and are typically made up of a research task, a production task and an evaluative task. All units are awarded a Pass, Merit or Distinction, with the possibility of attaining a Distinction* for the overall course.

Opportunities & Enrichment

Every year, we hold our own Media Department Showcase in which the best practical work is nominated for OSCAR like awards, during which students get the opportunity to see their work on a big screen. You are able to develop your production skills by attending after school sessions or borrowing equipment to film.

Future Careers & Pathways

With A Level 2 BTEC in Media, you are able to progress on A Level 3 course in Media or another creative or tech-based subject or have the confidence in the subject area to undertake an apprenticeship or equivalent. Future opportunities include possible careers in digital media, IT, film making, audio production and creative industries.