

<b>Digital Creative Media</b>	
<b>Teacher in charge of subject</b>	Miss Darley-New
<b>Type of qualification</b>	BTEC Level 3 Extended Certificate
<b>Exam board and subject code</b>	Edexcel 601/7467/5
<b>Entry requirements</b>	
<b>Specific subject requirement</b>	Grade 4 in English Language and grade 5 in Literature OR grade 5 in English Language and grade 4 in Literature
<b>Course details</b>	
<p>This is a two-year course* which aims to develop both theory and practical skills in relation to the study of media.</p> <p>Year 12: There are two Units for Year 12. Unit 4: Production portfolio and Unit 14: Digital Magazine Production. This year focuses on the creation of a coursework portfolio and designing a magazine that features across print and digital platforms. For Unit 4, candidates need to understand the requirements at both pre-production and production level in order to effectively produce a fit for purpose digital media product. Part of this will require candidates to compile a pre-production portfolio evidencing primary and secondary research as well as reviewing the methods undertaken to create this work. Unit 14 will be assessed through the development of materials for the magazine production as well as through the production of magazine layouts applying the codes and conventions of the genre.</p> <p>Year 13: This year is fully focused on the two exam units. Unit 1: Representations and Unit 8: Responding to a commission. For Unit 1 we explore a range of different media texts including magazines, films and print adverts. Key theories are taught in relation to the deconstruction and understanding of how texts are targeted towards an audience and consumed by them. For Unit 8 we explore the planning and preparation that is required when fulfilling the requirements of a set brief. This enables candidates to explore how to respond to a brief in terms of content, style, audience, purpose and approach. As well as working within the requirements and constraints of the client's specifications. Communication and problem solving skills will be integral part of successfully completing this external unit.</p> <p><i>*please note there is no Supplementary level that results in a grade being awarded at the end of Year 12</i></p>	
<b>Assessment</b>	
<p>There are four Units delivered over the courses of the two years.</p> <p><b>Year 12 External Assessment:</b>  <u>Unit 4: Pre-Production Portfolio</u> - Work in lesson and outside of lesson (90 hours)  <u>Unit 14: Digital Magazine Production</u> - Work in lesson and outside of lesson (60 hours)</p> <p><b>Year 13 Internal Assessment:</b>  <u>Unit 1: Media Representations – Onscreen, Two Hours</u> ( 80 Marks)  <u>Unit 8: Responding to a commission</u> - A set task from the Exam Board which consists of responding to a commission. Response in a 5 hour time period (75 Marks)</p>	
<b>Career options</b>	
<p>This course has a very vocational focus that would suit any workplace as it teaches independence and excellent communication skills. It links particularly well with: English Language and Literature, Journalism, Business and Media Studies all of which can be taken at Degree level. A university degree in Media Studies (e.g. TV production or a more theoretical course) or a related area such as Film or Cultural Studies. It also combines well with another subjects (e.g. English) or a degree in Sociology, Publishing and Information Science. The course allows students to develop a range of skills that are transferable to other areas of study as well as employment. The BTEC is designed as vocational qualification that is recognised in the Media industry e.g. television, radio, publishing etc. and therefore will provide a wide and varied range of employment desirable qualities.</p>	