



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

Creative



## Using this guide

This guide is intended as a resource for you to use throughout the year. You should read it at the start of the course, but also use the information within at the relevant parts of your study. It contains important information on the structure of the course, expectations, marking and assessment and further study.

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## Your Course

Over the two years your work will be split between preparation for the externally assessed units and assignments for the internally assessed units. These will have a real world context, giving you an idea of what it is like to work in the media industry. The assignments will be broken down into tasks, which will be detailed in each of the assignment briefs you receive. It is important that you read these briefs closely as they contain the mark criteria and are a fundamental part of your success at BTEC. They will also provide you with the deadlines for your work, which can also be found on the assessment plan.

### Units Covered:

Unit	Unit Title	GLH	Internal/External
1	Media Representations	90	External
4	Pre-production Portfolio	90	Internal
8	Responding to a Commission	120	External
10 or 13	Film Production (Fiction)  Digital Games Production	60	Internal

### Timetable:

All lessons will be in the Media Suite in the main building.

WEEK 1	1	2	3	4	5	6
Monday						
Tuesday						12Cm
Wednesday	12Cm	12Cm				
Thursday	12Cm	12Cm				12Cm
Friday						

WEEK 2	1	2	3	4	5	6
Monday						
Tuesday						12Cm
Wednesday						
Thursday			12Cm	12Cm		12Cm
Friday						

## Year 12 Overview

### Autumn 1

**Start Unit 1: Media Representations**

- Media Messages
- Stylistic Codes

**Complete 2 mini assessments**

### Autumn 2

**Complete Unit 1: Media Representations**

- Understanding Media Messages
- Effects of Media Messages

**Complete 3rd mini assessment and formal mock**

### Spring 1

**Task A of either Unit 10 (Film Production - fiction) or 13 (Digital Games Production)**

- Genres
- Game design/macro and micro elements of film

**Formal Assessment of Unit 10/13 Task A**

### Spring 2

**Task A of Unit 4: Pre-production Portfolio**

- Requirements of pre-production

**Formal Assessment of Unit 4 Task A**

### Summer 1

**Tasks B&C of Unit 4: Pre-production Portfolio**

- Carrying out pre-production for a video game/short film
- Producing a pre-production portfolio for a video game/short film

**Formal Assessment of Unit 4 Tasks B&C**

### Summer 2

**Preparation for Tasks B&C of either Unit 10(Film Production - fiction) or 13 (Digital Games Production)**

- Concept and technical research
- Initial Ideas
- Formative planing

**Complete several mentor sessions and group presentations**

## Year 13 Overview

### Autumn 1

Completing Tasks B&C of either Unit 10(Film Production - fiction) or 13 (Digital Games Production)

- Producing a digital game/short film
- Testing a digital game/editing a short film

Formal Assessment of Unit 10/13 Tasks B&C

### Autumn 2

Task D of Unit 4: Pre-production Portfolio

- Reviewing a pre-production portfolio for a video game/short film

Formal Assessment of Unit 4 Task A

Revisit Unit1: Media Representations

Formal mock (exam in Jan 2022)

### Spring 1

Begin Unit 8: Responding to a Commission

- Rationale - ideas for a commission
- Responding to a Commission – the pitch

Mock assessments for the above sections

### Spring 2

Continue Unit 8: Responding to a Commission

- Writing a Proposal
- Presentation of Ideas – producing a treatment

Mock assessments for the above sections

### Summer 1

Revision for Unit 8: Responding to a Commission

- Practice papers
- Exam techniques

Exam in May 2022

### Summer 2

Resit for Unit 1: Media Representations

Exam in June 2022

## UNIT BREAKDOWN

These 3 units form the mandatory section for the course...

### Unit 1 – Media Representations

**Assessment:** External - 2 hour onscreen exam

**GLH:** 90

In this unit, you will study a range of media from different sectors, such as music videos, short film extracts, animation, news programmes, websites, digital games and print adverts in order to explore how meaning, messages and values are constructed through formal and stylistic elements.

The unit includes knowledge of key media theories and using these to analyse texts. The exam consists of short and long answer questions, using a range of unseen media extracts.

### Unit 4 – Pre-production Portfolio

**Assessment:** Internal - 3 coursework assignments

**GLH:** 90

This unit will enable you to develop your understanding of the essential pre-production work that takes place as part of a creative media production. You will gain an understanding of the requirements of the planning stage, from finance and logistics to regulations. Your investigations will help you develop the pre-production skills and experience needed to carry out your own tasks and to produce a digital media product. You will create a portfolio and manage the pre-production for your own creative media production.

**Task A** - Writing a report on pre-production requirements of a specific media sector

**Tasks B&C** - Carrying out pre-production for a specific media project and producing a pre-production portfolio

**Task D** - Reviewing the pre-production portfolio

## Unit 8 – responding to a Commission

**Assessment:** External – 6 hour supervised assessment

**GLH:** 120

In this unit, you will understand how to respond to a commission brief with ideas based on the required content, style, audience, purpose and approach proposed by the client. You will work within the requirements and constraints of the client's specifications and consider your response in terms of ethos, format, budget, platform and duration. Developing an understanding of all stages of a commission, and the skills needed to make them successful, will mean you can effectively communicate your plans for a media product proposal.

You will then choose one of the following optional units...

## Unit 10 – Film Production - Fiction

**Assessment:** Internal - 2 coursework assignments

**GLH:** 60

This unit will focus on the process of producing a short narrative film or film extract that uses generic conventions. In this unit, you will investigate how conventions of narrative storytelling are used by filmmakers, looking at formats and generic conventions. You will then prepare for a film production by creating and gathering the materials and preparing the cast and crew. You will need to bring together a range of elements to successfully produce your product: camera, lighting, acting, direction and sound during the production phase, and successfully use post-production techniques to deliver a final outcome.

**Task A** - Blog or website on film codes and conventions from 2 genres

**Task B** - Produce material for a fictional film of a specified genre, including footage and sound recordings following professional practice

**Task C** - Apply post-production techniques to a fictional film utilising codes and conventions of a specified genre

or...

## Unit 13 – Digital games Production

**Assessment:** Internal - 2 coursework assignments

**GLH:** 60

In this unit you will understand game genres and the principles of game design. You will also design and make a digital game. You will learn about the main features of different types of games and the key elements you need to think about when designing them. You will decide what type of game you want to make and gather the graphics, sounds and other assets to make it. You will create a level design for your game and create it in a game engine, focusing on how your game is designed rather than the graphics or coding.

This unit will give you some of the key skills needed to be a game designer, these skills will also be helpful in a number of other roles.

**Task A** - Blog or website on game genres and design conventions from multiple genres

**Task B** - Plan a level of a game using sourced assets

**Task C** - Construct and test a comprehensive game level



## **Expectations**

### **Attendance and Absence**

Your presence in class is imperative and essential if you want to succeed with this course. If you know that you will be absent, you must inform both the school and your teacher. It is your responsibility to catch up on missed work in your own time.

If your attendance falls below 95% your parents/guardians will be contacted. If the issue persists, your parents/guardians will be asked to meet with Media staff and potentially the Head of Sixth Form, as in line with the Academies procedures.

### **Homework**

Homework will be set every week and is detailed in Google Classroom, along with the dates due. You are expected to spend 5 hours a week on this. Homework is set to extend your understanding or skills, as well as completing coursework. Therefore it is essential it is completed well and on time, as you are likely to fall behind if you fail to keep up.

Persistent failure to complete homework will result in you being placed in sixth form referral as per Academy procedures.

### **Notes**

It is your responsibility to make notes in class. These notes will not be collected in by your teacher, but serve as your own revision tool. It is your responsibility to ensure that these notes are up to date and organised, along with any other hand-outs that you receive in class. All class resources are available on Google Classroom.

### **Folders**

All work on this course is completed digitally so you are not required to keep a folder. Your tutor will have a folder for all of your BTEC paperwork. It is their responsibility to look after this but yours to make sure you have each assignment signed off.

### **Additional Study**

The work covered in class will be the bare minimum you are expected to cover. It is a given that students wishing to achieve the highest marks will undertake their own extra reading around the topics. Please refer to the additional study resources section of this guide for a list of suggested texts and activities to help develop your skills and knowledge. Additional guidance regarding this will gladly be given. Please ask your teacher if you are unsure.

## **Key Skills**

The Creative Digital Media Production course is based on practical skills and industry knowledge, as well as media theory. This means you will be developing these over the course through a series of scenario based assignments.

There is no expectation that you have any of the practical skills required for the course at the start. You will need to develop an understanding of research techniques as this work underpins everything that is done creatively. You will be able to source and cite information, as well as carry out your own independent research for specific tasks.

You will also develop the ability to think creatively and record ideas. This is a process which has to be formalised. You will then gain an understanding of how industry standard documentation is used for this.

## **Marking & Grading**

All internally marked assignments for the course will be submitted through Google Classroom. When you submit a piece of work it will be marked and returned to you. You then have 15 days from this point to make improvements. All resubmissions must be agreed by your tutor before you undertake the improvements. Once you have completed this work it will be stored in the relevant unit folder along with the paper work by your tutor.

Each task will be grade on the Pass/Merit/Distinction grade system. To achieve a Pass for a unit, all pass assessment criteria must be satisfied. To achieve a Merit for a unit, all merit assessment criteria must be satisfied. To achieve a Distinction for a unit, all distinction assessment criteria must be satisfied.

The combination of these unit marks will then dictate your overall grade for the qualification. You will be awarded a certain amount of credits for each unit and these will be added to the credits from your exam units to give an overall grade of either a Pass, Merit, Distinction or Distinction\*.

## Grade Boundaries

### Points available for Internal Units

	Unit size	
	60 GLH	90 GLH
<b>U</b>	0	0
<b>Pass</b>	6	9
<b>Merit</b>	10	15
<b>Distinction</b>	16	24

### Points Available for External Units

	Unit size	
	90 GLH	120 GLH
<b>U</b>	0	0
<b>Near Pass</b>	6	8
<b>Pass</b>	9	12
<b>Merit</b>	15	20
<b>Distinction</b>	24	32

## Grade Thresholds

Extended Certificate		Foundation Diploma		Diploma		Extended Diploma	
360 GLH		510 GLH		720 GLH		1080 GLH	
Grade	Points threshold	Grade	Points threshold	Grade	Points threshold	Grade	Points threshold
U	0	U	0	U	0	U	0
Pass	36	P	51	PP	72	PPP	108
				MP	88	MPP	124
						MMP	140
Merit	52	M	73	MM	104	MMM	156
				DM	124	DMM	176
						DDM	196
Distinction	74	D	104	DD	144	DDD	216
				D*D	162	D*DD	234
						D*D*D	252
Distinction*	90	D*	130	D*D*	180	D*D*D*	270

## **The Academy Appeals Process and Policy**

### **Assessment Appeals Procedure**

As a candidate on a BTEC programme, you have the right to appeal against an assessment decision if you disagree with it. This could be for a variety of reasons;

- The assessment criteria were not made clear to you.
- You felt that the outcome was unfair.
- The assessment was not carried out in line with the criteria.

In most cases, disputes regarding assessments should be handled directly by the assessor concerned and the following formal appeals procedure should only be used as a last resort.

### **Formal Appeals Procedure**

1. The assessment outcome must be communicated to the candidate at the time of assessment.
2. The assessor and candidate should negotiate to resolve the dispute.
3. If not, the candidate can appeal in writing to the relevant lead internal verifier. This should be within one week of the assessment decision. The names of the lead Internal Verifiers are listed below.
4. The Internal Verifier will then;
  - Try to find a solution with the candidate, taking into account all the evidence.
  - Notify the quality nominee.
  - Set a date for the appeals panel to meet.
5. The appeals panel will consist of.
  - The candidate.
  - An independent assessor.
  - The quality nominee
  - Head of department
6. The outcome of the appeals panel will be forwarded to the candidate in writing, within 48 hours.
7. The possible outcomes are;
  - The assessment decision will be overturned.
  - The candidate will have the opportunity to be re-assessed.

If the candidate feels that the appeals panel procedure has not been carried out, they can take up the matter with the awarding body.

## Malpractice within BTEC Courses

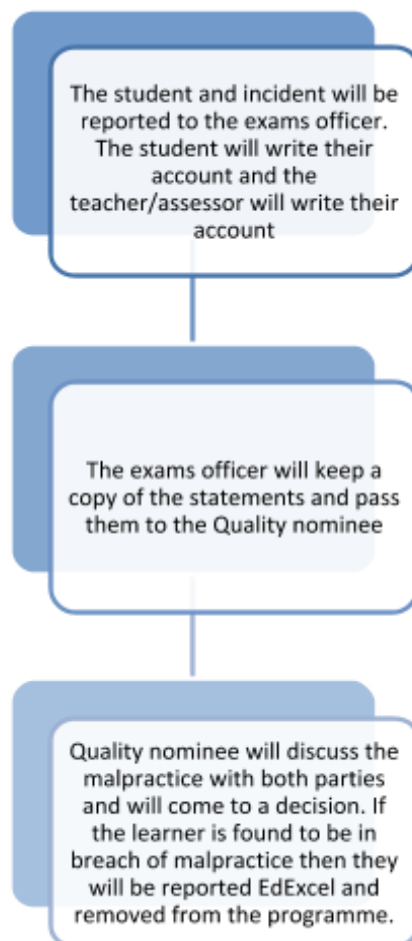
Ormiston Victory Academy and all BTEC teachers follow the EdExcel policy which is set out below. They also follow the guidelines as set out by the JCQ and the QCDA.

The EdExcel policy on assessment Malpractice applies to all BTEC programmes. The policy covers both staff and students.

Malpractice consists of any acts which undermine the integrity and validity of assessment, the certification of qualifications and/or damage the authority of those responsible for conducting the assessment and certification. EdExcel reserves the right to impose sanctions and/ or penalties on candidates or centres where incidents or attempted incidents of malpractice take place.

### Student Malpractice

If a student has conducted Malpractice then following actions will take place:



## Specific Exam Board Links

<https://qualifications.pearson.com/en/qualifications/btec-nationals/creative-digital-media-production-2016.html>

This will allow you to access the specification for the course, as well as other materials.

## Additional Study Resources

### Wider reading – media theory

Clark V, Jones P, Malyszko B & Wharton D - *Complete A-Z Media and Film Studies Handbook* (2007)

Laughey D - *Media Studies: Theories and Approaches* (2009)

### Wider reading – game design

Adams E - *Fundamentals of Game Design* (New Riders, 2013)

Rouse III R - *Game Design, Theory and Practice (2<sup>nd</sup> edition)* (Wordware Publishing Inc., 2004)

Thompson J - *The Computer Game Design Course* (Thames and Hudson LTD, 2007)

### Wider reading – game production

Irish D - *The Game Producer's Handbook* (Thompson Course Technology Premier Press, 2005)

Chandler H M - *The Game Production Handbook (3<sup>rd</sup> edition)* (Jones and Bartlett, 2013)

### Wider reading – Digital Video production

*Making Short Films*, Clifford Thurlow (2008)

*The DSLR Filmmaker's Handbook*, Barry Andersson (2012)

## **Recommended Magazines**

Edge

MCV

Develop

Empire

Sight & Sound

\*Many of these books and magazines can be found in the Media Suite for use in the classroom only – please do not take copies away without specific permission from your tutor.

## **YouTube Channels – Digital Video**

Every Frame a Painting

Now You See It

Film Riot

No Film School

Indy Mogul

RocketJump Film School

## **YouTube Channels – Games Design**

Extra Credits

Sunder

3 Minute Game Design

Game Soup

UnrealEngine

Creative

The word 'DIGITAL' is rendered in a large, bold, sans-serif font. Each letter is filled with intricate digital patterns, including circuit traces, binary code, and pixelated textures. Above the 'I' and 'A' are two pixelated alien-like shapes. Below the 'I' is a pixelated base with a vertical dashed line. The word 'Media' is written in a smaller, clean sans-serif font below the 'DIGITAL' text.

**DIGITAL**  
Media





Lord Nelson  
Sixth Form  
College

