

A close-up photograph of a professional microphone with a blue foam windscreen, attached to a camera. The microphone is the central focus of the upper half of the page.

Comparing unit content

A hand is shown holding a professional video camera, with the lens and viewfinder visible. The camera is the central focus of the lower half of the page.

BTEC Level 2 Technical Diploma in **Digital Audio/Visual Production**

BTEC Level 2 Technical Diploma in Digital Audio/Visual Production
NQF BTEC First in Creative Digital Media Production

Introduction to BTEC Level 2 Technical Diploma in Digital Audio/Visual Production

This document maps the content of the new BTEC Level 2 Tech Diploma in Digital Audio/Visual Production (RQF), shown in the left hand column, against the content of the current NQF BTEC First in Creative Digital Media Production in the right hand column

This mapping will help you transition from one specification to the other by highlighting where there are changes in content, particularly where there is new content which will need to be delivered to help your learners prepare for the new assessment.

In order to make the table easy to use and to demonstrate new content we have used a ‘traffic lights’ colour scheme as follows:

GREEN - covered. In this case the content in the Level 2 Technical is very close indeed to the existing NQF BTEC First in Creative Digital Media Production. In the right hand column the title of the relevant unit and learning outcome (LO) is identified.

YELLOW - partially covered. In this case the content is partially covered, perhaps in learning outcomes in more than one unit from the NQF BTEC First in Creative Digital Media Production. Where there is some additional knowledge, this is stated in the left hand column under the heading **NEW CONTENT**

RED - not covered. In this case the content in the BTEC L2 Technical is new. It will appear in the left hand column so you can see immediately what you will need to teach.

Purpose of the qualification:

Who is the qualification for?

This qualification is for learners who want to start a career in digital audio/visual production. It is designed for post-16 learners and can be taken as part of a wider study programme. It is an ideal qualification for learners intending to progress directly to employment in the digital audio/visual sector of the creative industries, or to a related Apprenticeship, such as in TV production and broadcasting, or a creative digital media Apprenticeship.

What does the qualification cover?

The qualification has been developed in consultation with employers in the digital audio/visual sector to ensure learners develop the skills and behaviours that give them the best opportunity to be successful in applying for work.

75 per cent of the qualification is mandatory and provides a foundation of skills, knowledge and behaviours expected by employers in the digital audio/visual production sector of the creative industries. These skills are central to understanding the diverse nature of the industry and to creating a successful portfolio. The mandatory areas learners cover include:

- digital production project
- planning and pitching a digital media product
- digital moving image production
- digital editing for moving image
- digital audio production.

Learners can also choose up to two optional specialist units, which build on and extend their skills and knowledge.

Learners will also enhance their broader skills in literacy and numeracy, which will be invaluable in supporting progression in other areas. In addition, they will develop transferable technical and practical skills in communication, research and teamwork.

Qualification structure

Pearson BTEC Level 2 Technical Diploma in Digital Audio/Visual Production				
Unit number	Unit title	GLH	Type	How assessed
Mandatory units – learners complete and achieve all units				
1	Planning and Pitching a Digital Media Product	30	Mandatory	Internal
2	Digital Moving Image Production	30	Mandatory	Internal
3	Digital Editing for Moving Image	60	Mandatory	Internal
4	Digital Audio	60	Mandatory	Internal
5	Digital Production Project	90	Mandatory	External
Optional units group A – learners complete and achieve one unit				
6	Lighting for Moving Image	30	Optional	Internal
7	Writing for Digital Media	30	Optional	Internal
Optional units group B – learners complete and achieve one unit				
8	Animation for Digital Media	60	Optional	Internal
9	Digital Image Capture and Manipulation	60	Optional	Internal

Covered

Partially covered

Not covered

BTEC Level 2 Tech Diploma in Digital Audio/Visual Production	NQF BTEC First in Creative Digital Media Production
Unit 1 – Planning and Pitching a Digital Media Product	
Learning Aims	
A Plan ideas for a digital media product to meet client brief	A understand how to develop ideas for a digital media product
B Pitch ideas for a digital media product.	B pitch ideas for a digital media product
Unit Content	
Not covered	A.1 Digital media products
Partially covered	A.2 Understanding the requirements of the brief A.3 Generating ideas
Not covered	A.4 Planning issues B.1 The purpose of a pitch
Partially covered	B.2 Formats for pitching B.3 Communication techniques when pitching
Not covered	C.1 Digital Media Sectors C.2 Planning portfolio C.3 Planning portfolios by sector
Knowledge <ul style="list-style-type: none"> How to generate ideas Organising and structuring content Planning effectively 	Sector skills <ul style="list-style-type: none"> Interpreting client brief Generating ideas for an original production Pitching ideas to clients
Learning aim A Plan ideas for a digital media product to meet client brief	
A1 Requirements of the brief	A.2 Understanding the requirements of the brief
A2 Generating ideas	A.3 Generating ideas

Learning aim B Pitch ideas for a digital media product	
B1 Formats for pitching	B.2 Formats for pitching
B2 Creating a pitch	All content is new to the specification
B3 Pitching to the client	B.3 Communication techniques when pitching
Unit 2 – Digital Moving Image Production	
Learning Aims	
A Use techniques and equipment for a digital moving image production	Learning aim B: Understand the technical construction of a digital moving image production
B Produce a digital moving image product	Learning aim C: Produce and review a digital moving image production
Unit Content	
Knowledge and sector skills	
Learning aim A Use techniques and equipment for a digital moving image production	
A1 Equipment	B.1 Technical elements
A2 Camerawork techniques	B.1 Technical elements
A3 Technical elements	B.1 Technical elements
Learning aim B Produce a digital moving image product	
B1 Pre-production	C.1 Pre-production and personal management
B2 Production (shooting footage)	C.2 Production (shooting footage) C.3 Post production (editing image and sound)
Unit 3 – Digital Editing for Moving Image	
Learning Aims	
A Prepare to edit moving image footage	C.1 Editing different moving image formats C.2 Preparing to edit a moving image product

B Apply the conventions used in digital editing for moving image	B.1 Classic Continuity Editing B.2 Alternative editing styles
C Use digital tools to edit and export a moving image sequence.	C.3 The editing process

Unit Content

Knowledge	Sector Skills
<ul style="list-style-type: none"> • Considerations when producing an edited moving image sequence • Different conventions of continuity and alternative editing styles • File formats and types 	<ul style="list-style-type: none"> • Pre-production skills for moving image (selecting rushes etc.) • Using digital tools to edit a moving image sequence • Publishing a digital moving image sequence

Learning aim A Prepare to edit moving image footage

A1 Considerations when editing moving image sequences	C.1 Editing different moving image formats
A2 Preparing to edit a moving image sequence	C.2 Preparing to edit a moving image product

Learning aim B Apply the conventions used in digital editing for moving image

B1 Using continuity editing	B.1 Classic Continuity Editing
B2 Using alternative editing styles	B.2 Alternative editing styles

Learning aim C Use digital tools to edit and export a moving image sequence

C1 The editing process	C.3 The editing process
C2 Using editing tools	C.3 The editing process
C3 Exporting the final sequence	C.3 The editing process

Unit 4 – Digital Audio

Learning Aims

A Carry out the recording of different types of audio	A.2 Digital audio editing across media sectors and products A.4 Digital audio editing techniques and software
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B Apply editing techniques to digital audio	A.1 Reasons for editing digital audio A.4 Digital audio editing techniques and software B.2 Practical audio editing
C Produce a final mixed audio product.	Content new to LV2 Technicals
Unit Content	
Knowledge	Sector Skills
<ul style="list-style-type: none"> Types of audio Types of equipment Types of software function Types of audio used in media 	<ul style="list-style-type: none"> How to record audio How to edit and apply effects to audio How to balance different pieces of audio and share
Learning aim A Carry out the recording of different types of audio	
A1 How audio is used in media products	A.2 Digital audio editing across media sectors and products
A2 Equipment and techniques for recording audio	A.4 Digital audio editing techniques and software
Learning aim B Apply editing techniques to digital audio	
B1 Reasons for editing audio	A.1 Reasons for editing digital audio
B2 Techniques and software	A.4 Digital audio editing techniques and software
B3 Practical audio editing	B.2 Practical audio editing
Learning aim C Produce a final mixed audio product	
C1 Techniques and software	Content new to LV2 Technicals
C2 Practical mixing	Content new to LV2 Technicals
Unit 5 – Digital Production Project	
New to this specification, externally assessed and synoptic.	
Assessment Outcomes	
AO1 Select and present research in relation to a client brief	No matching content
AO2 Develop a proposal and creative response	No matching content

AO3 Apply understanding of media production processes, skills and techniques	No matching content
AO4 Develop a final product that meets the requirements of a client brief and appeals to the target audience	No matching content
Essential Content	
A Researching the brief	
A1 Deconstructing a client brief	No matching content
A2 Research	No matching content
A3 Selecting information	No matching content
B Defining a response to the client brief	
B1 Generating and selecting ideas in response to a client brief	No matching content
B2 Conceptualising an idea for a media product	No matching content
B3 Writing a proposal for a media product	No matching content
C Developing a digital media product	
C1 Experimenting with practical media production skills and techniques	No matching content
C2 Developing and refining media products	No matching content
C3 Reflecting on creative outcomes	No matching content
C4 Maintaining a record of the production process	No matching content
D Delivering the final product	
D1 Producing a final product	No matching content
D2 Distribution and exhibition	No matching content

Unit 6 – Lighting for Moving Image

Learning Aims

A Set up lighting for a moving image production

B.1 Preparing appropriate lighting techniques
A.3 Creating an effect on the audience with lighting

B Use lighting to create meaning in moving image sequences.

B.2 Lighting procedures for moving image sequences
B.3 Use personal management skills when working with lights

Unit Content

Knowledge

- Identifying skills required to set up lighting
- Understanding industry values
- Understanding how lighting creates meaning
- How to carry out a lighting set-up

Sector Skills

- Working with lighting set-ups
- Applying skills to create meaning
- Communicating with others
- Maintaining a professional presentation of the industry

Learning aim A Set up lighting for a moving image production

A1 Preparing appropriate lighting techniques

B.1 Preparing appropriate lighting techniques

A2 Creating an effect on the audience with lighting

A.3 Creating an effect on the audience with lighting

Learning aim B Use lighting to create meaning in moving image sequences

B1 Lighting procedures for moving image sequences

B.2 Lighting procedures for moving image sequences

B2 Use skills when working with lighting set-ups

B.3 Use personal management skills when working with lights

Unit 7 – Writing for Digital Media

Learning Aims

A Plan written material for digital media

B produce written material for digital media.

B Produce written material for digital media.

B produce written material for digital media.

Unit Content	
	A.1 The written word in digital media A.2 The purpose of writing in digital media A.3 Types and styles in the written word
	B.1 Research for written materials B.2 Developing written materials B.3 Production of written material for digital media B.4 Storing written material
Knowledge <ul style="list-style-type: none"> • How to research and plan content • Drafting and redrafting • Written communication skills 	Sector Skills <ul style="list-style-type: none"> • Planning written content • Drafting written content • Writing from different sectors • Research skills
Learning aim A Plan written material for digital media	
A1 Research for written materials	B.1 Research for written materials
A2 Developing written materials	B.2 Developing written materials
Learning aim B Produce written material for digital media	
B1 Production of written material for digital media	B.3 Production of written material for digital media
B2 Storing written material	B.4 Storing written material NB Updated content to bring in line with new technologies.
Unit 8 – Animation for Digital Media	
Learning Aims	
A Develop ideas for a digital animation	B.1 Where animation is used B.2 Animation techniques C.1 Development of ideas
B Produce and collect assets for a digital animation	C.2 Production of an animation

C Use digital tools to produce an animated sequence	C.2 Production of an animation
Unit Content	
Knowledge <ul style="list-style-type: none"> • Considerations when producing animation • Legal and ethical considerations, including copyright and Creative Commons (CC) attributions • File formats and types 	Sector Skills <ul style="list-style-type: none"> • Storyboarding/scripting • Pre-production skills • Generating visual assets • Recording audio assets • Using digital animation tools • Publishing digital animation
Learning aim A Develop ideas for a digital animation	
A1 Considerations when producing animation	B.1 Where animation is used B.2 Animation techniques
A2 The development of ideas and concepts	C.1 Development of ideas
A3 Pre-production planning	C.1 Development of ideas
Learning aim B Produce and collect assets for a digital animation	
B1 Visual assets	C.2 Production of an animation Some additional new content has been added
B2 Audio assets	C.2 Production of an animation Some additional new content has been added
Learning aim C Use digital tools to produce an animated sequence	
C1 Organisation of production	C.2 Production of an animation Content has been rearranged from last sections of C1
C2 Using digital animation tools to create the illusion of movement	C.2 Production of an animation Content has been rearranged from last sections of C1
C3 Publishing the final animation	C.2 Production of an animation Content has been rearranged from last sections of C1

Unit 9 – Digital Image Capture and Manipulation

Learning Aims

A Develop concepts for digital photographs for a media product

B.1 Exploring photography

C.1 Develop concepts for digital photographs for a media product from a brief

B Use digital photography techniques to capture images

C.2 Considerations for digital photographers

B.2 Digital photography techniques

C Use digital tools to manipulate a photographic image for a specific purpose.

C.3 Production of digital photographs for a media product

D.1 Editing

Unit Content

Knowledge

- Considerations when producing photography, including health and safety and lighting conditions
- Different photography styles and shot types
- File formats and types

Sector Skills

- Pre-production skills
- Lighting for different conditions
- Taking photographs
- Using digital manipulation tools
- Exporting digital photography

Learning aim A Develop concepts for digital photographs for a media product

A1 Styles of photography

B.1 Exploring photography

A2 Developing ideas

C.1 Develop concepts for digital photographs for a media product from a brief

Learning aim B Use digital photography techniques to capture images

B1 The photographic process

C.2 Considerations for digital photographers

B2 Lighting and camera settings

Content is new to LV2 Technicals

B3 Shot types

B.2 Digital photography techniques

Learning aim C Use digital tools to manipulate a photographic image for a specific purpose

C1 Digital image manipulation techniques

C.3 Production of digital photographs for a media product

D.1 Editing