

BTEC Level 2 Technical Diploma in Digital Media Production: Sample Delivery Plan

Introduction

This document is aimed at supporting tutors and those delivering BTEC Level 2 Technical qualifications from September 2017. Clear unit planning and understanding of key deadlines are essential for a successful delivery programme. We have therefore produced two sample delivery plans showing how the BTEC Level 2 Technical Diploma in Digital Media Production could be delivered over 12 or 6 months, highlighting assessment milestones and indicating where you can teach units holistically.

Overview of course delivery and assessment

The **BTEC Level 2 Technical Diploma in Digital Media Production** is a qualification that has:

- Total Qualification Time: 480 hours
- Guided Learning: 360 hours.

Centres should not only take note of these hours in planning their programme but also use their professional judgement to determine the provision of guided learning and study time across the units. Units 1, 2, 3, 4, and 5 are mandatory, and Unit 5 is the externally assessed synoptic unit. Learners must also complete one optional unit from group B (Units 6 and 7) plus one optional unit from group C (Units 8, 9, 10 and 11).

Involving employers in the assessment/delivery

Employer involvement in the delivery and/or assessment of technical qualifications is mandatory and you need to ensure that all learners have the opportunity to undertake meaningful activity involving employers during their course.

Examples of 'meaningful activity' include:

- structured work experience or work placements that develop skills and knowledge relevant to the qualification/industry
- projects, exercises and/or assessments/examinations set with input from industry practitioners
- units delivered or co-delivered by an industry practitioners; this could take the form of masterclasses or guest lectures
- industry practitioners operating as 'expert witnesses' who contribute to the assessment of a learner's work of practice, operating within a specified assessment framework; this may be specific projects, exercises or all assessments for a qualification.

Meaningful employer involvement, as defined above, must be with employers from the digital media sector and should contribute significantly to at least one mandatory unit.

In some units, we have also provided suggestions on how employers could become involved in the delivery and/or assessment of this qualification. These units are listed below:

- *Unit 1: Planning and Pitching a Digital Media Product* – learners may present their pitch to a local production company and obtain feedback.
- *Unit 4: Publishing for Digital Platforms* – learners could respond to a brief from a digital publishing company in order to plan and create a digital magazine spread.

Which units are assessed externally?

Unit 5 is externally assessed. Assessment for Unit 5 takes the form of a vocational activity in which learners have to respond to a design scenario, carrying out research in order to establish an initial design concept before developing their ideas into a final outcome, with the first assessment in May 2018.

Unit 5 provides the main synoptic assessment for this qualification. It is designed to take place towards the end of the programme and draws on the learning from all other units. The assessment for this unit takes the form of a practical assessment where learners are issued with a realistic scenario and compile a portfolio of evidence (see Unit 6 assessment activity guidance) where the knowledge and skills gained from Units 1–4 are applied into a practical setting.

Internally assessed units

All other units are assessed through internal assessment. Internal assessment allows learners to apply technical knowledge and demonstrate mastery of practical and technical skills through realistic tasks and activities. This style of assessment promotes deep learning through ensuring the connection between knowledge and practice.

Internal assessment is through assignments that are subject to external standards verification. We provide suggestions in each unit for setting assignments. This means that you can adapt materials to your local contexts and assess assignments that provide the valid and rigorous final assessment for each unit.

A suggested structure for summative assessment is shown in the *Unit summary* section of the specification, along with suitable forms of evidence. This is for illustrative purposes only and can therefore be adapted to meet local needs or to assess across units where suitable opportunities exist. The information in the *Links to other units* section will be helpful in identifying opportunities for assessment across units.

Consideration should be given to informing learners of their own responsibilities with regard to assessment, such as avoiding plagiarism and the importance of completing work on time. Therefore, it is necessary to ensure that learners understand when, how and where they will be assessed and that they are reminded of timescales accordingly. Suggested or recommended supporting resources should be communicated to the learners.

Induction

Centres are encouraged to timetable a period of induction for learners at the start of the programme. This should include information on topics such as the structure of the units, how to use an assignment brief, the importance of command words, how to work to meet deadlines, the consequences of not meeting deadlines, how to reference work and the importance of evidence submitted for assessment being independently produced, valid and authentic. Centre policies on malpractice and plagiarism should be explained.

This document focuses on providing key dates to plan around and examples of how your course delivery could be structured, set out in the sections below:

Section 1: Sample delivery plan – 12-month model

- A chart setting out key deliverables over a 12-month period (2 x 18-week semesters)
- Tables showing week-by-week delivery breakdown
- Rationale for the suggested plan

Section 2: Sample delivery plan – 6-month model

- A chart setting out key deliverables over a 6-month period (one semester with 2 x 12-week teaching blocks)
- Tables showing week-by-week delivery breakdown
- Rationale for the suggested plan

Further support can be found within the relevant specification on our website <http://qualifications.pearson.com/>

SECTION 1: Sample 12-month delivery plan

This plan shows how you could deliver the teaching and learning over two semesters (12 months). It is intended as guidance and is not the only possible model. You can adapt it to suit your local needs.

	SEMESTER 1		SEMESTER 2		TOTAL HOURS (GLH)		TOTAL HOURS (GLH IN CLASSROOM)
	Unit no.	Classroom hours	Unit no.	Classroom hours	Classroom hours	Place ment	
	1 Planning and Pitching a Digital Media Product	30					30
	8 Digital Development	60					60
	2 Writing for Digital Media	30	6 Digital Testing	30			60
	3 Digital Graphics	60	4 Publishing for Digital Platforms	60			120
			5 Digital Production Project	90			90
TOTAL HOURS PER SEMESTER		180		180			360
PER WEEK excl. placement (18-week semester)		10		10			

Week-by-week breakdown over 12 months

Key

R	Revision for external assessment	LA	Learning aim
EXT	External assessment	WP	Work placement
SA	Summative assessment	IND	Induction

SEMESTER 1

	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9
Unit 1 (5 hours for 6 weeks)	IND/ LA A	LA A	LA A SA	LA B	LA B	LA B SA			
Unit 2 (5 hours for 6 weeks)	IND/ LA A	LA A	LA A SA	LA B	LA B	LA B SA			
Unit 8 (2.5 hours for 12 weeks)							LA A	LA A	LA A
Unit 3 (5 hours for 12 weeks)							LA A	LA A	LA A

SEMESTER 1 (CONT.)

	Week 10	Week 11	Week 12	Week 13	Week 14	Week 15	Week 16	Week 17	Week 18
Unit 1									
Unit 2									
Unit 8 (5 hours for 12 weeks)	LA A SA	LA B	LA B	LA B	LA B SA	LA C	LA C	LA C / SA	LA C SA
Unit 3 (5 hours for 12 weeks)	LA A SA	LA B	LA B	LA B	LA B SA	LA C	LA C	LA C / SA	LA C SA

Key

R	Revision for external assessment	LA	Learning aim
EXT	External assessment	WP	Work placement
SA	Summative assessment	IND	Induction

SEMESTER 2

	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9
Unit 4 (5 hours for 12 weeks)	LA A	LA A	LA A	LA A SA	LA B	LA B	LA B	LA B SA	LA C
Unit 6									
Unit 5 (5 hours for 18 weeks)	A01	A01	A01	A02	A02	A02	A03	A03	A03

SEMESTER 2 (CONT.)

	Week 10	Week 11	Week 12	Week 13	Week 14	Week 15	Week 16	Week 17	Week 18
Unit 4 (5 hours for 12 weeks)	LA C	LA C / LA C SA	LA C SA						
Unit 6 (5 hours for 6 weeks)				LA A	LA A	LA A SA	LA B	LA B	LA B SA

Unit 5 (5 hours for 18 weeks)	AO4	AO4	AO4	R	R	EXT	EXT	EXT	EXT
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Sample 12-month plan – rationale

Unit 5 is an externally assessed and technically demanding unit. Therefore, it is suggested that the delivery of this unit is delivered in the second semester.

Suggestions for which units to teach in Semester 1

This sample is to teach the programme in one 12-month academic year of 36 weeks. The programme can be taught in two 18-week semesters. A week at the start of Semester 1 has been allowed for induction which can be used as a general introduction to the course and units, though it is suggested that introductory teaching on the units also begin in Week 1. Time has been allowed for the summative assessment in the internal units and for revision in the external unit, in addition to the revision that learners should undertake in their self-study time.

In the first semester, it is advised that Units 1, 2 and 3 are taught. Some of the knowledge and understanding secured in Unit 1 will be used in the other practical production units.

- Unit 1 is delivered in all qualification suites and provides learners with a foundation in planning and pitching a media product. It should be combined with practical units in which learners produce work according to a client brief; it can be linked to Unit 8 for this purpose, while Unit 6 can follow on from Unit 8. Similarly, Units 2 and 3 studied in the first semester can link with, and provide content for, Unit 4 in Semester 2.

Suggestions for which units to teach in Semester 2

In the second semester, we suggest Units 4 and 6 should be taught. Some of the knowledge and understanding from previous units will be built upon in when undertaking practical tasks.

SECTION 2: Sample 6-month delivery plan

This plan shows how you could deliver the teaching, learning and assessment over one semester consisting of two 12-week teaching blocks. It is intended as guidance and is not the only possible model. You can adapt it to suit your local needs.

	BLOCK 1: Weeks 1–12		BLOCK 2: Weeks 13–24		TOTAL HOURS (GLH)		TOTAL HOURS (GLH IN CLASSROOM)
	Unit no.	Classroom hours	Unit no.	Classroom hours	Classroom hours	Placement	
	1 Planning and Pitching a Digital Media Product	30	4 Publishing for Digital Platforms	60			90
	2 Writing for Digital Media	30	7 Digital Campaign Management	30			60
	3 Digital Graphics	60	11 Digital Image Capture and Manipulation	60			120
	5 Digital Production Project	60	5 Digital Production Project	30			90
TOTAL HOURS PER TEACHING BLOCK		180		180			360
PER WEEK excl. placement (12-week block)		15		15			

Week-by-week breakdown over 6 months

Key

R	Revision for external assessment	LA	Learning aim
EXT	External assessment	WP	Work placement
SA	Summative assessment	IND	Induction

BLOCK 1

	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Week 10	Week 11	Week 12
Unit 1 (2.5 hours for 18 weeks)	IND	LA A	LA A	LA A	LA A	LA A SA	LA B	LA B	LA B	LA B	LA B SA	LA B SA
Unit 2 (2.5 hours for 18 weeks)	IND	LA A	LA A	LA A	LA A	LA A SA	LA B	LA B	LA B	LA B	LA B SA	LA B SA
Unit 3 (5 hours for 18 weeks)	IND	LA A	LA A	LA A SA	LA B	LA B	LA B	LA B SA	LA C	LA C	LA C SA	LA C SA
Unit 5 (5 hours for 18 weeks plus 2.5 hours for 18 weeks)	IND	AO1	AO1	AO2	AO2	AO3	AO3	AO3	AO3	AO4	AO4	AO4

BLOCK 2

	Week 13	Week 14	Week 15	Week 16	Week 17	Week 18	Week 19	Week 20	Week 21	Week 22	Week 23	Week 24
Unit 4 (5 hours for 18 weeks)	LA A	LA A	LA A SA	LA B	LA B	LA B	LA B SA	LA C	LA C	LA C	LA C SA	LA C SA
Unit 7 (2.5 hours for 18 weeks)	LA A	LA A SA	LA B	LA B	LA B	LA B	LA B SA	LA B SA				
Unit 11 (5 hours for 18 weeks)	LA A	LA A	LA A SA	LA B	LA B	LA B	LA B SA	LA C	LA C	LA C	LA C SA	LA C SA
Unit 5 (5 hours for 18 weeks plus 2.5 hours for 18 weeks)	R	R	R	R	R	R	EXT	EXT	EXT	EXT	EXT	EXT

Sample 6-month plan – rationale

Unit 5 is an externally assessed and technically demanding unit. Therefore, it is suggested that the delivery of this unit is spread across the duration of the programme, ensuring sound skills and knowledge are secured prior to learners taking the external assessment task. The teaching for Unit 5 takes place primarily in Block 1. Block 2 will include revision, which can take the place both of formatively assessed tasks (which may link to other units) and preparation for external assessment, and external assessment.

Suggestions for which units to teach in Block 1

This sample is to teach the programme in one 6-month period of 24 weeks. The programme can be taught in two 12-week blocks; a week at the start of the first block has been allowed for induction.

In the first block, we suggest Units 1, 2 and 3 should be taught with Unit 5 being taught across both blocks. Some of the knowledge and understanding secured in Unit 1 will be used within the optional production units.

- Unit 1 is delivered in all qualification suites and provides learners with a foundation in planning and pitching a media product. It should be combined with a practical unit in which learners produce work according to a client brief; it can be linked to Unit 4 for this purpose.

Suggestions for which units to teach in Block 2

In the second block, we suggest Units 4, 7 and 11 should be taught, which can also include revision opportunities for Unit 5 (Unit 5 is taught across both blocks) to prepare learners for external assessment. Some of the knowledge and understanding from previous units, especially within Unit 1, will be built upon in the practical units. Time has been allowed for summative assessment in the internal units and for revision in the external unit.