



Comparing unit content

BTEC Level 2 Technical Diploma in **Digital Media** Production

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

Introduction to BTEC Level 2 Technical Diploma in Digital Media Production

This document maps the content of the new BTEC Level 2 Tech Diploma in Digital Media 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 media. 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 media sector of the creative industries, or to a related Apprenticeship such as a creative digital media Apprenticeship.

What does the qualification cover?

The qualification has been developed in consultation with employers in the digital media sector to ensure learners develop the skills and behaviours that will 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 media sector of the creative industries. These skills are central to understanding the diverse nature of the industry and creating a successful portfolio.

The mandatory areas learners cover include:

- digital production project (externally assessed)
- planning and pitching a digital media product
- writing for digital media
- digital graphics
- publishing for digital platforms.

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 Media 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	Writing for Digital Media	30	Mandatory	Internal
3	Digital Graphics	60	Mandatory	Internal
4	Publishing for Digital Platform	60	Mandatory	Internal
5	Digital Production Project	90	Mandatory	External Synoptic
Optional units group B – learners complete and achieve 1 unit				
6	Digital Testing	30	Optional	Internal
7	Digital Campaign Management	30	Optional	Internal
Optional units group C – learners complete and achieve 1 unit				
8	Digital Development	60	Optional	Internal
9	Digital Editing for Moving Image	60	Optional	Internal
10	Digital Audio	60	Optional	Internal
11	Digital Image Capture and Manipulation	60	Optional	Internal

Covered**Partially covered****Not covered**

BTEC Level 2 Tech Diploma in Digital Media 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	
	A.1 Digital media products
	A.2 Understanding the requirements of the brief
	A.3 Generating ideas
	A.4 Planning issues
	B.1 The purpose of a pitch
	B.2 Formats for pitching
	B.3 Communication techniques when pitching
	C.1 Digital Media Sectors
	C.2 Planning portfolio
	C.3 Planning portfolios by sector
Knowledge	Sector skills
<ul style="list-style-type: none">How to generate ideasOrganising and structuring contentPlanning effectively	<ul style="list-style-type: none">Interpreting client briefGenerating ideas for an original productionPitching 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 – 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

- How to research and plan content
- Drafting and redrafting
- Written communication skills

Sector Skills

- 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

Covered
Partially covered
Not covered

B2 Storing written material

B.4 Storing written material

NB Updated content to bring in line with new technologies.

Unit 3 – Digital Graphics

Learning Aims

A Develop graphic design ideas for a media product

UNIT 16: DIGITAL ART FOR A MEDIA PRODUCT
B.1 Produce initial artwork for a media product

B.2 Drawing techniques

B Use digital tools and techniques to develop digital graphics for a media product

UNIT 16: DIGITAL ART FOR A MEDIA PRODUCT
B.3 Using digital tools and techniques to produce artwork for a media product

C Produce a finished graphic product for a specific purpose.

UNIT 13: GRAPHIC DESIGN FOR DIGITAL MEDIA
B.1 Creating graphics for media products

Unit Content

UNIT 16: DIGITAL ART FOR A MEDIA PRODUCT
B.1 Produce initial artwork for a media product

B.2 Drawing techniques

UNIT 16: DIGITAL ART FOR A MEDIA PRODUCT
B.3 Using digital tools and techniques to produce artwork for a media product

UNIT 13: GRAPHIC DESIGN FOR DIGITAL MEDIA
B.1 Creating graphics for media products

Knowledge

- Different purposes of digital graphics
- How technical elements communicate meaning in digital products
- Export formats and colour modes

Sector skills

- Visual recording and visualising using drawing skills
- Using digital graphics tools
- Producing finished digital graphics

Covered
Partially covered
Not covered

Learning aim A Develop graphic design ideas for a media product

A1 Develop design ideas

UNIT 16: DIGITAL ART FOR A MEDIA PRODUCT
B.1 Produce initial artwork for a media product

A2 Use drawing techniques

UNIT 16: DIGITAL ART FOR A MEDIA PRODUCT
B.2 Drawing techniques

Learning aim B Use digital tools and techniques to develop digital graphics for a media product

B1 Bitmap graphics

UNIT 16: DIGITAL ART FOR A MEDIA PRODUCT
B.3 Using digital tools and techniques to produce artwork for a media product

B2 Vector graphics

UNIT 16: DIGITAL ART FOR A MEDIA PRODUCT
B.3 Using digital tools and techniques to produce artwork for a media product

B3 Output graphics

All content new to specification

Learning aim C Produce a finished graphic product for a specific purpose

C1 Technical elements

UNIT 13: GRAPHIC DESIGN FOR DIGITAL MEDIA
B.1 Creating graphics for media products

C2 Produce a finished graphic product

All content new to specification

Unit 4 – Publishing for Digital Platforms
Learning Aims
A Plan a digital publication for a specific audience and purpose

B.1 Acquisition of digital material

B.2 Digital tools to import materials

B.4 Naming, logging and storing digital materials correctly

C.1 Develop concepts for a digital publishing product

B Produce page mock-ups for a digital publication

B.3 Experimenting with digital tools to produce digital publishing material

C Create a digital publication.

All content is new and has been updated for this specification.

Unit Content**Knowledge**

- Codes and conventions of digital publications
- Design principles
- Digital media production processes
- Gathering assets from secondary sources
- Digital publication file formats

Sector skills

- Planning a digital media production
- Pre-production skills
- Preparing assets for a digital publication
- Creating page layouts for a digital publication
- Adding interactivity to a digital application
- Testing and publishing a digital publication

Learning aim A Plan a digital publication for a specific audience and purpose**A1** Developing a concept for a digital publication**C.1** Develop concepts for a digital publishing product**A2** Preparing content for a digital publication**B.1** Acquisition of digital material**B.2** Digital tools to import materials**B.4** Naming, logging and storing digital materials correctly**Learning aim B** Produce page mock-ups for a digital publication**B1** Setting up a new project

Content is new to this specification

B2 Page layout and design tools and techniques**B.3** Experimenting with digital tools to produce digital publishing material**Learning aim C** Create a digital publication**C1** Building interactivity

Content is new to this specification

C2 Refining page layout, design and interactivity

Content is new to this specification

C3 Exporting to digital platforms

Content is new to this specification

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

Covered
Partially covered
Not covered

D Delivering the final product
D1 Producing a final product No matching content

D2 Distribution and exhibition No matching content

**Unit 6 – Digital Testing
(was digital games testing)**
Learning Aims
A Plan the testing of a digital media product **A.1** Test phases for digital games
A.2 Testing techniques

B Produce a bug report using testing techniques **A.3** Bugs
B.1 Analysis and bug reports

Unit Content
Knowledge

- Quality assurance procedures
- Testing techniques
- Different types of bug
- How to complete a bug report

Sector Skills

- Running tests on digital media products
- Identifying bugs in digital media products
- Accurately recording bugs
- Analysing bugs to track their progress

Learning aim A Plan the testing of a digital media product

A1 Test phases for digital media products **A.1** Test phases for digital games

A2 Testing techniques **A.2** Testing techniques

Learning aim B Produce a bug report using testing techniques

B1 Bugs **A.3** Bugs

B2 Analysis and bug reports **B.1** Analysis and bug reports

Unit 7 – Digital Campaign Management
New to LV2 Technical Certificates, no similar units in BTEC Firsts
Learning Aims
A Plan a digital media campaign No matching content

B Undertake management of a digital media campaign. No matching content

Unit Content	No matching content
Knowledge <ul style="list-style-type: none"> How to plan a cross-platform media campaign How to manage time effectively How to manage personnel and resources 	Sector skills <ul style="list-style-type: none"> Planning strategies Preparation of campaign materials Production skills Management of teams and resources Time management

Learning aim A Plan a digital media campaign

A1 Plan a strategy	No matching content
A2 Prepare materials for use in campaign	No matching content

Learning aim B Undertake management of a digital media campaign

B1 Produce a campaign	No matching content
B2 Plan implementation of a campaign	No matching content

Unit 8 – Digital Development**(website production and add in mobile app development)****Learning Aims**

A Plan a digital development for a specific audience and purpose	B.2 Designing a website: technical and creative considerations
B Develop a website or app	B.2 Designing a website: technical and creative considerations C.1 Web authoring
C Produce a website or app	C.3 Build a website C.4 Test the function of the completed website

Unit Content

Knowledge	Sector Skills
Knowledge <ul style="list-style-type: none"> Types of web authoring App development environments and programming languages Writing and editing HTML and CSS Codes and conventions of web pages and apps 	Sector Skills <ul style="list-style-type: none"> Planning a digital media production Preparing assets for websites and apps Creating page layouts for websites and apps Styling page/screen elements

Covered**Partially covered****Not covered****Pearson**

- Gathering assets from secondary sources
- Adding interactive elements to web pages and apps
- Building and testing websites and apps

Learning aim A Plan a digital development for a specific audience and purpose**A1** Planning to build a website or app**B.2** Designing a website: technical and creative considerations**A2** Preparing content**B.2** Designing a website: technical and creative considerations**Learning aim B** Develop a website or app**B1** The development environment**C.1** Web authoring**B2** Tools and techniques for website and app development**B.2** Designing a website: technical and creative considerations**Learning aim C** Produce a website or app**C1** Building a website or app**C.3** Build a website**C2** Testing a website or app**C.4** Test the function of the completed website**Unit 9 – 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**

- Considerations when producing an edited moving image sequence
- Different conventions of continuity and alternative editing styles
- File formats and types

Sector Skills

- 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 10 – 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**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**

- Types of audio
- Types of equipment
- Types of software function
- Types of audio used in media

Sector Skills

- 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 11 – Digital Image Capture and Manipulation**Learning Aims****A** Develop concepts for digital photographs for a media product**B.1** Exploring photography**B** Use digital photography techniques to capture images**C.1** Develop concepts for digital photographs for a media product from a brief**C** Use digital tools to manipulate a photographic image for a specific purpose.**C.2** Considerations for digital photographers
B.2 Digital photography techniques**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