



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 | |
| [Red] | A.1 Digital media products |
| [Green] | A.2 Understanding the requirements of the brief A.3 Generating ideas |
| [Red] | A.4 Planning issues B.1 The purpose of a pitch |
| [Green] | B.2 Formats for pitching B.3 Communication techniques when pitching |
| [Red] | 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 – 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 |

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|---|--|
| 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 | Sector skills |
| <ul style="list-style-type: none"> • Different purposes of digital graphics • How technical elements communicate meaning in digital products • Export formats and colour modes | <ul style="list-style-type: none"> • Visual recording and visualising using drawing skills • Using digital graphics tools • Producing finished digital graphics |

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

Covered

Partially covered

Not covered

| | | |
|---|--|--|
| C Create a digital publication. | | All content is new and has been updated for this specification. |
| Unit Content | | |
| Knowledge | | Sector skills |
| <ul style="list-style-type: none"> Codes and conventions of digital publications Design principles Digital media production processes Gathering assets from secondary sources Digital publication file formats | | <ul style="list-style-type: none"> 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

| | |
|--|--|
| 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 | Sector Skills |
| <ul style="list-style-type: none"> Quality assurance procedures Testing techniques Different types of bug How to complete a bug report | <ul style="list-style-type: none"> 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 <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 |

- 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

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

Covered

Partially covered

Not covered

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