

**Pearson BTEC Level 3 Nationals
Diploma, Extended Diploma**

Creative Digital Media Production

Unit 3: Digital Media Skills

Part S

Window for supervised period:
Monday 23 January – Friday 05 May 2017

Supervised hours: 30 hours

Paper Reference

31670H

You do not need any other materials.

Instructions

- This booklet contains material for the completion of the preparatory work and activities for the set task.
- This booklet is specific to each series and this material must only be issued to learners who have been entered to undertake the task in the relevant series.
- This booklet should be kept securely until the start of the supervised assessment period.
- The preparatory work should be undertaken over 12 weeks. This date will be set by Pearson.
- The supervised assessment activities should be taken over a maximum of 30 hours timetabled by the centre.
- This booklet should not be returned to Pearson.

Information

- The total mark for this paper is 60.

Turn over ►

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Instructions to Teachers/Tutors

This paper must be read in conjunction with the unit specification and the BTEC Nationals Instructions for Conducting External Assessments (ICEA) document.

Learners have 12 weeks to complete the Unit 3 external assessment task. This booklet will be issued to learners 12 weeks prior to final submission date. This date will be set by Pearson.

The 12 weeks for the external assessment task must include a preparatory period and 30 hours of supervised assessment activity. During the preparatory period learners are expected to create, source and prepare materials and are permitted to take these materials into the supervised assessment period. The supervised assessment period of 30 hours should take place within the 12-week period.

Centres are free to arrange the supervised assessment period how they wish, provided that the 30 hours for producing the final outcomes are under the level of control specified and in accordance with the ICEA document.

While learners are working during the preparatory period, the teacher/tutor may provide oral and written advice at a general level. This may include broad approaches to the task or broad approaches for improvement unless the specification or task instructions say otherwise.

Learners must not work as part of a group. Learners must create their own individual product in response to one of the five briefs. However, during the preparatory period learners may enlist the help of others to create material. For example as an interviewee, as a model, in an acting role or in a technical capacity such as a camera assistant or boom operator.

All learner work during the supervised assessment period must be completed independently and authenticated by the teacher/tutor before being submitted to Pearson.

Maintaining security during the 30-hour supervised assessment period

- Supervised environments must only be accessible to the individual learners and to named members of staff.
- Learner work must be retained by the centre after submission.
- Any materials being used by learners must be saved and stored securely at the end of each session and made accessible at the beginning of the next session.
- Any assessment materials not required by learners for submission must be collected and held securely by the Exams Officer until the EAR deadline at which point they may be recycled or destroyed.
- Learners are permitted to have access to their created, sourced and prepared materials during the supervised conditions.

Outcomes for submission

The following must be submitted by each learner:

- 1 evidence of the process of sourcing and creating assets
- 2 evidence of how the assets/materials have been prepared, edited and/or manipulated
- 3 a completed media product corresponding to a chosen brief.

In addition, a fully completed authentication sheet.

All digital outcomes for individual briefs should be saved in file types specified by Pearson in the Set Task Brief.

The final submissions must be checked/tested for functionality on a standalone machine separate from the centre's network.

The work should be submitted no later than 15 May 2017.

Instructions for Learners

Read the set task information carefully.

Plan your time carefully to allow for the preparation and completion of all the activities.

You will need to create, source and prepare assets and materials for your chosen brief within the next 12 weeks. Although you may not work as part of a group, you can enlist the help of others to create material for your product. For example, as an interviewee, as a model, in an acting role or in a technical capacity such as a camera assistant or boom operator.

You will then complete the activities under supervised conditions. You will be given 30 hours to complete these activities.

You will have access to a computer.

You must work independently throughout the supervised assessment period and should not share your work with other learners.

Your teacher/tutor may clarify the wording that appears in the task but cannot provide any guidance on how to complete the activities or give you any feedback during the 30-hour supervised assessment period.

Outcomes for submission

You will need to submit the following:

- 1 evidence of the process of sourcing and creating assets
- 2 evidence of how the assets/materials have been prepared, edited and/or manipulated
- 3 a completed media product corresponding to a chosen brief.

In addition, a fully completed authentication sheet.

All digital outcomes for individual briefs should be saved in file types specified by Pearson in the Set Task Brief.

Your final submissions must be checked/tested for functionality on a standalone machine separate from the centre's network.

Set Task Brief

Project Enigma

Kamouflage Productions is an independent media production company that specialises in innovative media products. Kamouflage is pleased to announce the launch of 'Project Enigma,' which it hopes will be a range of original and thought-provoking media products aimed at 16 to 19 year olds.

The theme of the media products is to puzzle, challenge or intrigue the intended audience. Kamouflage wants you to create a product in any style or genre and you will be able to decide the extent to which you follow or challenge established conventions. Your media product could be based on a question, mystery, problem, ambiguous character or hidden meaning but it must sustain the interest of an audience of 16 to 19 year olds.

You must choose one medium to create your media product and begin creating, sourcing and preparing the materials you will need in preparation for the supervised assessment period.

You may choose ONE brief from the following:

Brief 1: Video product

In order to complete the project for Kamouflage, you will need to do the necessary preparation that will allow you to create your proposed video. You will need to gather/make appropriate assets for use in your short video, that should be between 2–5 minutes in duration. Your video should be saved in .mp4 format.

You will need to include:

- original footage with a variety of camera framing, angles and movement
- appropriate lighting
- an appropriate soundtrack
- appropriate editing techniques
- appropriate effects and/or titles.

Brief 2: Audio product

In order to complete the project for Kamouflage, you will need to do the necessary preparation that will allow you to create your proposed audio product. You will need to gather/make appropriate assets for use in your audio product, that should be between 2–5 minutes in duration. Your audio product should be saved in .mp3 format.

You will need to include:

- your own recorded material
- appropriate microphone/recording techniques
- audio from secondary sources
- appropriate editing techniques
- appropriate effects and transitions.

Brief 3: Website

In order to complete the project for Kamouflage, you will need to do the necessary preparation that will allow you to create your proposed website. You will need to gather/make appropriate assets for use in your website. The website must contain three areas of content that are linked together. Your web pages must be saved in .html format.

You will need to include:

- appropriate elements of web design that relate to your idea/concept
- your own original graphics
- images from secondary sources that have been edited and optimised
- interactivity
- appropriate accessibility features.

Brief 4: Digital e-magazine

In order to complete the project for Kamouflage, you will need to do the necessary preparation that will allow you to create your proposed e-magazine. You will need to gather/make appropriate assets for use in your e-magazine. The e-magazine must contain three pages that are linked together. Your e-magazine pages should be saved in .epub format or a suitable alternative.

You will need to include:

- appropriate page composition that relates to your idea/concept
- your own original photography and copy
- audio-visual material from secondary sources
- interactivity
- appropriate images and graphics.

Brief 5: Digital game

In order to complete the project for Kamouflage, you will need to do the necessary preparation that will allow you to create your proposed digital game. You will need to gather/make appropriate assets for use in your digital game, that must contain at least two levels. Your digital game should be saved in .exe format or a suitable alternative.

You will need to include the following:

- rules and rewards
- interactivity
- your own original assets
- an appropriate soundtrack
- assets from secondary sources.

Set Task

You must complete ALL activities within the task.

These activities must be completed under supervised conditions.

Activity 1

- You will gather assets for your production. You can create these assets yourself. For any assets you create, provide evidence of how you created them.
- You can also use assets from secondary sources. For any sourced assets, provide evidence of the source, the processes involved in sourcing the assets and justify their relevance to the production.
- Create a folder called Activity 1, this is where you will store your assets.
- The assets should be saved in an appropriate format and organised in a logical way.

(Total for Activity 1 = 20 marks)

Activity 2

- Using your created and/or sourced assets, you must prepare, edit and manipulate these assets for your production.
- You must provide evidence of how you have prepared, edited and manipulated your assets for your production.
- Create a folder called Activity 2, this is where you will store your evidence.
- You must justify your decisions and revisions in relation to the brief.

(Total for Activity 2 = 20 marks)

Activity 3

- Create a media product that meets the requirements of your chosen brief.
- Create a folder called Activity 3, this is where you will store your final product.

(Total for Activity 3 = 20 marks)

In addition, you must submit a fully completed learner authentication sheet.

TOTAL FOR PAPER = 60 MARKS