

# BTEC Level 3 National in Creative Digital Media Production: Comparing unit content between 2010 and 2016 qualifications

## Introduction

This document is designed to help you with mapping unit content as you transition from BTEC Nationals (2010) qualifications to the new BTEC Nationals (2016).

Our guidance is broken down into two sections:

### Section 1: How and where can I use existing content, and what new content has been included?

Highlighting comparable content with the BTEC National (2010) and how closely this maps across to the BTEC Level 3 Nationals (2016).

### Section 2: What do these changes mean for planning and teaching?

Review of key changes in language, outlining which units are externally assessed and when, and where to find further support.

Further support can be found within the relevant specification on our website ([here](#)).

Below is an overview of how wider support also links to this document:

Support	Purpose
Delivery Plans	Examples of how to structure and deliver different size qualifications over a one or two year period, including when to prepare learners for external assessment.
Authorised Assignment Briefs	Provides scenarios and teaching plans for each unit, to be used either as they are set out, or to inform your own planning.
Schemes of Work	Demonstrates how the unit content can be covered in the GLH while providing lesson ideas and highlighting links to other units to help you plan your teaching.
Sample Assessment Materials	Examples of how an externally assessed unit may be presented, with an accompanying mark scheme. These sample assessment materials have been developed to support this qualification and will be used as the benchmark to develop the assessment students will take. This covers either an exam or task.
Sample Marked Learner Work	Indicative example of learner work which has been assessed accurately to national standards.

## Section 1: How and where can I use the existing content?

### Headlines

It should be noted that whilst there are considerably less units available on the NQF qualification the areas of study are very similar although, at times, restructured. Units are either 60, 90 or 120GLH. The majority remaining 60GLH which will align with centres' experience of delivering this subject at this level. The 90GLH and 120GLH are all mandatory units.

### At a glance

- Exact match
- Partial match

		BTEC Level 3 NQF units																										
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25		
BTEC Level 3 QCF units	1				○																							
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## In more detail

The tables below compares the relevant content of the new BTEC Level 3 National in Creative Digital Media Production (2016) against the content of the current BTEC Level 3 National in Creative Media Production (2010).

**The mapping focuses on mandatory units** and provides greater detail of where content is the same as the existing (2010) specifications, and also where content is partially covered.

2016	2010
<b>Unit 1: Media representations</b>	
<b>Comments/Details:</b>	
<p>This new unit is a mandatory unit for all pathways. It is externally assessed and, in terms of assessment, has no direct equivalent unit in the QCF.</p> <p>However, all of the topics can be mapped to Learning Outcomes from the QCF <i>Unit 6: Critical Approaches to Creative Media Products</i></p>	
<b>Learning Aim A: Media messages</b>	
<p>A1 Media representations in context</p> <p>A2 Introduction to theories of media representations</p>	<p><b>Fully covered in:</b></p> <ul style="list-style-type: none"> <li>Unit 6 Learning Outcome 4: Be able to develop responses to media products. Representation: negative; positive; of social groups; of social issues; stereotyping; presence and absence.</li> </ul>
<b>Learning Aim B: Understanding media messages</b>	
<p>B1 Constructing messages</p> <p>B2 Audience decoding</p> <p>B3 Semiotics; Media language</p> <p>B4 Expectations and subversion of genre</p>	<p><b>Fully covered in:</b></p> <ul style="list-style-type: none"> <li>Unit 6: Learning Outcome 2: Understand how media producers create products for specific audiences.</li> <li>Unit 6 Learning Outcome 3: Understand how media audiences respond to media products.</li> <li>Unit 6 Learning Outcome 4: Be able to develop responses to media products. Critical approaches: e.g. content analysis, semiotic analysis, structuralism.</li> </ul>
<b>Learning Aim C: Stylistic codes</b>	
<p>C1 Camerawork and photography</p> <p>C2 Lighting</p> <p>C3 Editing</p> <p>C4 Sound</p>	<p><b>Fully covered in:</b></p> <ul style="list-style-type: none"> <li>Unit 6: Learning Outcome 2: Understand how media producers create products for specific audiences. Addressing audiences: selection of content, e.g. words, images, sound, sequences, colours, fonts; construction of content, e.g. narratives, layout, captions, anchorage; codes and conventions, e.g. linguistic, visual, audio, symbolic, technical; modes of address.</li> </ul>

C5 Design	<ul style="list-style-type: none"> <li>Unit 6 Learning Outcome 4: Be able to develop responses to media products. Critical approaches: e.g. content analysis, semiotic analysis, and structuralism.</li> </ul>
<b>Learning Aim D: Media messages</b>	
D1 Effects of representation	<p><b>Fully covered in:</b></p> <ul style="list-style-type: none"> <li>Unit 6 Learning Outcome 3: Understand how media audiences respond to media products. Effects debates: e.g. effects of exposure to explicit sexual or violent content, effects of advertising, health concerns; censorship debates.</li> <li>Unit 6 Learning Outcome 4: Be able to develop responses to media products. Representation: negative; positive; of social groups; of social issues; stereotyping; presence and absence.</li> </ul>

2016	2010
<b>Unit 2: Working in the creative media industries</b>	
<p><b>Comments/Details:</b></p> <p>This new unit is a mandatory unit for all pathways. It is internally assessed and has direct links with Unit 7 QCF.</p> <p>Spec. Most of the topics can be mapped to learning outcomes from the QCF Unit 7: Understand the creative media sector and Unit 14: Working freelance in the creative media sector.</p>	
<b>Learning Aim A: Understand employment and career opportunities in the media industries</b>	
A1 Job roles in the media industries A2 Recruitment in the media industries A3 Contracts of employment A4 Finding employment opportunities A5 Interview techniques A6 Increasing job opportunities A7 Professional behaviour	<p><b>Fully covered in:</b></p> <ul style="list-style-type: none"> <li>Unit 7 Understanding the creative media sector. Learning Outcome 4: Know about employment opportunities and job roles in the media sector.</li> <li>Employment opportunities, job roles, professional development, professional behaviour.</li> <li>Unit 7 Understanding the creative media sector. Learning Outcome 5: Be able to prepare personal career development material.</li> </ul>
<b>Learning Aim B: Understand the structure and job roles in a media sector</b>	
B1 Structure of a media sector	<p><b>Fully covered in:</b></p> <ul style="list-style-type: none"> <li>Unit 7 Understand the creative media sector. Learning Outcome 1: Understand the structure</li> </ul>

B2 Career opportunities in a media sector	and ownership of the media sector.
B3 Ethical issues for employees in a media sector	<ul style="list-style-type: none"> <li>Unit 7 Understand the creative media sector. Learning Outcome 2: Understand ethical and legal constraints within the media sector.</li> </ul>
B4 Legal Issues for employees in a media sector	
<b>Learning Aim C: Produce profiles to gain employment in the media industry</b>	
C1 Curriculum vitae preparation	<p><b>Fully covered in:</b></p> <ul style="list-style-type: none"> <li>Unit 7 Understand the creative media sector. Learning Outcome 4: Know about employment opportunities and job roles in the media sector. Recruitment, professional development.</li> <li>Learning Outcome 5: Be able to prepare personal career development material. Career development material.</li> </ul>
C2 Portfolio development	
C3 Electronic portfolio	
C4 Networking opportunities	
C1 Curriculum vitae preparation	<p><b>Partially covered in:</b></p> <ul style="list-style-type: none"> <li>Unit 14. Working freelance in the creative media sector.</li> <li>Learning Outcome 4: Be able to develop a strategy to maintain workflow in a chosen freelance specialism in the creative media sector.</li> </ul>
C2 Portfolio development	
C3 Electronic portfolio	
<b>Learning Aim D: Use networking techniques to explore employment opportunities in the media industry</b>	
D1 Making contacts	<p><b>Fully covered in:</b></p> <ul style="list-style-type: none"> <li>Unit 7 Understand the creative media sector. Learning Outcome 4: Know about employment opportunities and job roles in the media sector. Employment opportunities.</li> </ul>
D2 Using social media	<p><b>Partially covered in:</b></p> <ul style="list-style-type: none"> <li>Unit 7 Understand the creative media sector. Learning Outcome 4: Know about employment opportunities and job roles in the media sector. Employment opportunities.</li> </ul>
<b>New content:</b>	
D2 Using social media to explore employment opportunities is not emphasised in any equivalent QCF units.	

2016	2010
<b>Unit 3: Digital media skills</b>	
<p><b>Comments/Details:</b></p> <p>This new unit is a mandatory unit for all pathways. It is externally assessed and, in terms of assessment, has no direct equivalent unit in the QCF. The unit is a synoptic unit.</p> <p>As the unit covers all the different pathways, there is no direct equivalent in QCF. However, some of the topics can be mapped to learning outcomes from the QCF Unit 5: Working to a brief.</p> <p>Learning Aim C, C2 and C3 do partially map to production units for the individual sector chosen, but cannot be directly mapped to a specific QCF units.</p>	
<b>Learning Aim A: Source and create assets</b>	
A1 Understanding the brief	<p><b>Fully covered in:</b></p> <ul style="list-style-type: none"> <li>Unit 5 Working to a brief. Learning Outcome 1: Understand the requirements of working to a brief.</li> <li>Learning Outcome 2: Be able to develop a planned response to a brief.</li> </ul>
A2 Identifying assets and required material A3 Creating assets and materials	<p><b>Partially covered in:</b></p> <p>Unit 5 Working to a brief.</p> <ul style="list-style-type: none"> <li>Learning Outcome 1: Negotiating the brief.</li> <li>Learning Outcome 3: Be able to apply a response to a brief.</li> </ul>
<p><b>New content:</b></p> <p>A4 Index of sources</p> <p>A5 Storing assets</p>	
<b>Learning Aim B: Preparing editing and/or manipulating assets</b>	
<p><b>New content:</b></p> <p>B1 E-portfolio</p> <p>B2 Editing material/assets</p> <p>B3 Manipulations and modifications</p> <p>B4 E-portfolio of preparation, editing and/or manipulation process</p>	
<b>Learning Aim C: Create/build a media product</b>	
C1 Meeting the brief	<p><b>Partially covered in:</b></p> <ul style="list-style-type: none"> <li>Unit 5 Working to a brief. Learning Outcome 4: Be able to review work on completion of a brief.</li> </ul>
<p><b>New content:</b></p> <p>C2 Digital skills</p> <p>C3 Saving final media product</p>	

2016	2010
<b>Unit 4: Pre-production portfolio</b>	
<p><b>Comments/Details:</b></p> <p>This new unit is a mandatory unit for all pathways. It is internally assessed and some of the topics can be mapped to Learning Outcomes from the QCF Unit 1 Pre-production techniques for the creative media industries.</p>	
<b>Learning Aim A: Media messages</b>	
<p>A1 Requirements for a specific media production</p> <p>A2 The formats for pre-production processes</p> <p>A3 The functions of pre-production processes</p> <p>A4 The purposes of pre-production documentation</p>	<p><b>Fully covered in:</b></p> <ul style="list-style-type: none"> <li>Unit 1 Pre-production techniques for the creative media industries. Learning Outcome 1: Understand requirements for a specific media production.</li> <li>Learning Outcome 2: Be able to prepare pre-production documentation for a specific media production.</li> <li>Learning Outcome 2: Be able to prepare pre-production documentation for a specific media production.</li> <li>Learning Outcome 1: Understand requirements for a specific media production. Learning Outcome 2: Be able to prepare pre-production documentation for a specific media production.</li> </ul>
<b>Learning Aim B:</b>	
<p>B1 Carry out pre-production for a digital media product</p> <p>B2 Pre-production requirements relevant to specific media sector</p>	<p><b>Fully covered in:</b></p> <ul style="list-style-type: none"> <li>Unit 1 Pre-production techniques for the creative media industries. Learning Outcome 2: Be able to prepare pre-production documentation for a specific media production.</li> <li>Learning Outcome 2: Be able to prepare pre-production documentation for a specific media production.</li> </ul>
<b>Learning Aim C: Produce a pre-production portfolio for a creative media</b>	
<p>C1 Formats for documenting pre-production</p>	<p><b>Fully covered in:</b></p> <ul style="list-style-type: none"> <li>Unit 1 Pre-production techniques for the creative media industries. Learning Outcome 2: Be able to prepare pre-production documentation for a specific media production.</li> </ul>
<p>C2 Contents of pre-production portfolio</p>	<p><b>Partially covered in:</b></p> <ul style="list-style-type: none"> <li>Unit 1 Pre-production techniques for the creative media industries. Learning Outcome 2: Be able to prepare pre-production</li> </ul>



	documentation for a specific media production.
<b>New content:</b>	
C2: Revisions and decisions Client brief. Names/contacts. Chronology/dates. Record of costs.	
<b>Learning Aim D: Review pre-production of a digital media product</b>	
D1 Elements of pre-production  D2 Project management	<b>Fully covered in:</b> Unit 1 Pre-production techniques for the creative media industries. Learning Outcome 3: Be able to apply pre-production planning for a specific media production.

2016	2010
<b>Unit 5: Specialist subject investigation</b>	
<b>Comments/Details:</b> This new unit is a mandatory unit for all pathways. It is externally assessed and, in terms of assessment, has no direct equivalent unit in the QCF.  However, some of the topics can be mapped to learning outcomes from the QCF Unit 3: Research techniques for the creative media industry.	
<b>Learning Aim A: Understand research methods and techniques</b>	
A2 Research techniques  A3 Research methodology	<b>Fully covered in:</b> <ul style="list-style-type: none"> <li>Unit 3. Learning Outcome 1: Understand the nature and purposes of research in the creative media industries</li> </ul>
<b>New content:</b> A1 Specialist subject research methods and techniques	
<b>Learning Aim B: Apply research methodologies to a specific media sector</b>	
B1 Utilising research methodologies  B3 Referencing and format of findings	<b>Fully covered in:</b> <ul style="list-style-type: none"> <li>Unit 3. Learning Outcome 2: Be able to apply a range of research methods and techniques.</li> <li>Unit 3. Learning Outcome 3: Be able to present results of research</li> </ul>
B4 Catalogue of sources	<b>Partially covered in:</b> <ul style="list-style-type: none"> <li>Unit 3. Learning Outcome 3: Be able to present results of research</li> </ul>
<b>New content:</b> B2 Selecting editing and deselecting materials	

**Learning Aim C: Assessment and evaluation of research**

**New content:**

C1 Analysis of findings

Validity in relation to:

- hypothesis – the original idea, issue or debate being researched
- focus – the intent and purpose of the research
- expected outcomes – information and data that research was expected to confirm
- techniques and methodology – whether the processes used to collect data can be verified and is reliable and repeatable.

Reliability in relation to:

- sources of information
- cross-referencing and verifying information
- samples (representative, size, balance).

**Learning Aim D: Interpret and draw conclusions from research data on contemporary media issues or debates**

D2 Specialist media subject findings

- Informed opinions drawn from research.

D3 Drawing conclusions

- Outlining key findings/arguments and evidencing process.
- Using primary and secondary research findings to support conclusions.

**Partially covered in:**

- Unit 3. Learning Outcome 3: Be able to present results of research. Content: procedures; data; findings; conclusions; proposals
- Unit 3. Learning Outcome 3: Be able to present results of research. Content: procedures; data; findings; conclusions; proposals

**New content:**

D1 Interpreting research findings

- Identification of issues/debates raised through stimulus material.
- Secondary research (used to support or contradict findings in stimulus and primary research).
- Primary research (used to support or contradict findings in stimulus and secondary research).
- Contextualised findings for creative media sector(s).

D2 Specialist media subject findings

- Impact of issues and debates.
- Suggestions for future research.
- Developments and changes in audience, genre and technology.
- Effects of issues and debates on consumption and production of media.

D3 Drawing conclusions

- Linking to initial focus/hypothesis/predictions and comparing findings.
- Making recommendations about future practice or research activities.

2016	2010
<b>Unit 6: Media campaigns</b>	
<p><b>Comments/Details:</b></p> <p>This new unit is a mandatory unit for all pathways. It is internally assessed.</p> <p>Spec. There is very limited comparable content within any QCF Units. Unit 31, Social and community action does have some generic coverage of a limited amount of content.</p>	
<b>Learning Aim A: Understand the purpose and features of media campaigns</b>	
<p>A1 Purpose of media campaigns</p>	<p><b>Partially covered in:</b></p> <ul style="list-style-type: none"> <li>Unit 31. Learning Outcome 1: Understand the purpose and impact of social action and community media production work</li> <li>Learning Outcome 4: Be able to reflect upon own social action or community media production work</li> </ul>
<p><b>New content:</b></p> <p>A2 Communication channels for a campaign</p> <p>A3 Features of media campaigns</p>	
<b>Learning Aim B: Develop a cross-platform campaign</b>	
<p>B1 Formative research</p> <p>B2 Media strategy</p> <p>B2 (should read B3, but has B2 in spec) Prepare materials for campaign use</p>	<p><b>Partially covered in:</b></p> <ul style="list-style-type: none"> <li>Unit 31. Learning Outcome 2: Be able to research for social action and community media production work</li> <li>Unit 31. Learning Outcome 3: Be able to plan and produce a piece of social action or community media production work</li> <li>Unit 31. Learning Outcome 3: Be able to plan and produce a piece of social action or community media production work</li> </ul>
<p><b>New content:</b></p> <p>B2 Media strategy</p> <p>Sequencing/synchronising of events across the campaign.</p> <ul style="list-style-type: none"> <li>Establishing frequency of broadcasts/distributions/posts/releases/events.</li> <li>Linking products across platforms: cohesion, repetition of message/slogan.</li> </ul> <p>B2 (B3) Prepare materials for campaign use</p> <p>Plan for cohesion across platforms through house style, slogan.</p> <ul style="list-style-type: none"> <li>Pre-tests with intended audience: <ul style="list-style-type: none"> <li>to check clarity/understanding of message</li> <li>to test appeal</li> <li>to test suitability of platform</li> <li>focus groups, online/social media networks, interviews.</li> </ul> </li> <li>Drafting, editing, revisions, prior to release of campaign materials.</li> </ul>	

<b>Learning Aim C: Produce a cross-platform media campaign</b>	
C1 Production of campaign	<b>Partially covered in:</b> <ul style="list-style-type: none"> <li>Unit 31. Learning Outcome 3: Be able to plan and produce a piece of social action or community media production work</li> </ul>
<b>New content:</b>	
C1 Production of campaign <ul style="list-style-type: none"> <li>Linking materials across platforms: <ul style="list-style-type: none"> <li>hyperlinks, tags, hashtags, QR codes, referencing, e.g. in an interview</li> <li>cross-platform synchronisation, e.g. Twitter feed draws attention to forthcoming</li> <li>radio slot.</li> </ul> </li> </ul>	
C2 Creating cohesion within campaign	
C3 Strategies for implementation	
<b>Learning Aim D: Learning aim D: Review a cross-platform media campaign</b>	
D2 Review campaign	<b>Partially covered in:</b> <ul style="list-style-type: none"> <li>Unit 31. Learning Outcome 4: Be able to reflect upon own social action or community media production work</li> </ul>
<b>New content:</b>	
D1 Monitor campaign	

<b>2016</b>	<b>2010</b>
<b>Unit 8: Responding to a commission</b>	
<b>Comments/Details:</b>	
This new unit is a mandatory unit for all pathways. It is externally assessed and, in terms of assessment, has no direct equivalent unit in the QCF.	
Spec. Whilst there are no direct links to a QCF unit, there are some comparable content within QCF Unit 4, Creative Media Production Management Project.	
<b>Learning Aim A: Rationale for ideas in response to a commission</b>	
A1 Use of research and background material	<b>Partially covered in:</b> <ul style="list-style-type: none"> <li>Unit 4 Creative Media Production Management Project. Learning Outcome 1: Be able to originate, develop and research an idea for a media product</li> </ul>
A3 Ideas generation	<ul style="list-style-type: none"> <li>Unit 4 Creative Media Production Management Project. Learning Outcome 1: Be able to originate, develop and research an idea for a media product.</li> </ul>

<p><b>New content:</b>  A2 Understanding the client/commission  A4 The rationale for final idea</p>	
<p><b>Learning Aim B: Developing a response to a commission</b></p>	
<p>B1 The pitch</p> <p>B2 The proposal</p>	<p><b>Partially covered in:</b></p> <ul style="list-style-type: none"> <li>Unit 4 Creative Media Production Management Project. Learning Outcome 2 Be able to pitch a proposal for a media product.</li> <li>Unit 4 Creative Media Production Management Project. Learning Outcome 2 Be able to pitch a proposal for a media product</li> </ul>
<p><b>New content:</b>  B2 The proposal</p> <ul style="list-style-type: none"> <li>purpose of a proposal (distinct from pitch and treatment): clarity, tone focus</li> <li>proposal structure/format, including formal document, scene by scene overview, mind maps, navigation links</li> <li>style, including reference to/influence of existing work, stylistic and formal codes, themes, mood</li> <li>analysis of similar work, including products with similar style, audience expectation</li> <li>range of ideas, including alternatives, adaptability, comparison and justification of selection, creativity</li> </ul>	
<p><b>Learning Aim C: Operational considerations of the proposal</b></p>	
<p>C1 Production considerations</p> <p>C2 Content considerations</p>	<p><b>Partially covered in:</b></p> <ul style="list-style-type: none"> <li>Unit 4 Creative Media Production Management Project. Learning Outcome 3: Be able to manage a production process to create a media product.</li> <li>Unit 4 Creative Media Production Management Project. Learning Outcome 1: Be able to originate, develop and research an idea for a media product.</li> </ul>
<p><b>New content:</b>  C2 Content considerations</p> <ul style="list-style-type: none"> <li>accessibility</li> <li>equality and diversity.</li> </ul>	
<p><b>Learning Aim D: D Presentation of creative ideas</b></p>	
<p>D1 Written and visual communication</p>	<p><b>Partially covered in:</b></p> <ul style="list-style-type: none"> <li>Unit 4 Creative Media Production Management Project. Learning Outcome 2 Be able to pitch a proposal for a media product.</li> </ul>
<p><b>New content:</b>  D2 The treatment</p>	

## Section 2: What do these changes mean for planning and teaching?

### Main benefits

- The BTEC National Extended Diploma in Creative Digital Media Production is the only large (3 A-level equivalent) qualification successfully developed for DfE performance measures
- A wide choice of 8 qualifications across 4 sizes
- All qualifications carry UCAS points
- Funded for 19+ learners
- The suite offers Technical qualifications that are aligned to forthcoming apprenticeships

### What are the key changes that I need to be aware of?

#### Different language used for delivery

You can find a glossary of key terms and command verbs for both internally and externally assessed units below:

Internally assessed: appendix 2 within the specifications, found [here](#)

Externally assessed: [here](#)

An example of where the key terms have changed is below:

<b>2016 unit 2: Working in the creative media industries.</b>	<b>2010 unit 5: Understand the creative media sector.</b>
Pass criteria requires 'Explain' and 'Use competently'.	Pass criteria mainly require 'Describe'

### Which units are being externally assessed?

Unit	First Assessment Window
1: Media Representations	May/June 2017
3: Digital Media Skills	May/June 2017
5: Specialist Subject Investigation	May/June 2018
8: Responding to a Commission	May/June 2017

### How should I plan delivery of these units to reflect the changes in assessment?

More guidance on delivery models can be found within BTEC Nationals Delivery Guide and Delivery Plans.

These documents are available within the course materials section for Creative Digital Media Production (accessible [here](#))