

# Mapping the Pearson BTEC Tech Award in Creative Media Production to OCR Certificate in Creative iMedia

Tech Award Creative Media Production	Creative iMedia
<p><b>COMPONENT 1: EXPLORING MEDIA PRODUCTS</b></p>	<p><b>UNIT R081: PRE-PRODUCTION SKILLS</b></p>
<p><i>Mandatory – internally set and assessed task</i></p>	<p><i>Mandatory – externally set and assessed written paper (25%)</i></p>
<ul style="list-style-type: none"> <li>• Media products</li> <li>• Audiences and audience interpretation</li> <li>• Purposes</li> <li>• Genres</li> <li>• Narrative</li> <li>• Representation of people, places, issues and events</li> <li>• Production techniques (in audio/moving image, publishing and/or interactive products)</li> </ul>	<ul style="list-style-type: none"> <li>• Purpose and content of pre-production</li> <li>• Pre-production planning</li> <li>• Production documents</li> <li>• Pre-production documents review</li> <li>• Audiences</li> <li>• Media products</li> <li>• Production techniques (to aid narrative e.g. shot types, storyboarding, etc.)</li> </ul>
<p><b>COMPONENT 2: DEVELOPING DIGITAL MEDIA PRODUCTION SKILLS</b></p>	<p><b>UNIT R082: CREATING DIGITAL GRAPHICS</b></p>
<p><i>Mandatory – internally set and assessed task</i></p>	<p><i>Mandatory - internally set and externally moderated task</i></p>
<p>Note: each content area is split into the three specialisms: TV &amp; radio, publishing, interactive (web, game) – and taught as relevant to your programme</p> <ul style="list-style-type: none"> <li>• Planning skills</li> <li>• Skills and techniques for creating content</li> <li>• Skills and techniques for combining, shaping and refining content</li> <li>• Pre-production processes and practices</li> <li>• Production processes and practices</li> <li>• Post-production processes and practices</li> <li>• Review of progress and development</li> </ul> <p><b>NB:</b> this component also covers content in many optional iMedia units</p>	<ul style="list-style-type: none"> <li>• Purpose and properties of digital graphics</li> <li>• Planning the creation of a digital graphic</li> <li>• Creating a digital graphic</li> <li>• Reviewing a digital graphic</li> </ul> <p><b>NB:</b> elements of this unit also map to Component 3 of the Tech Award</p>
	<p><b>UNIT R087: CREATING INTERACTIVE MULTIMEDIA PRODUCTS</b></p>
	<p><i>Optional</i></p>
	<ul style="list-style-type: none"> <li>• Uses and properties of interactive multimedia products</li> <li>• Planning the interactive multimedia product</li> <li>• Creating interactive multimedia products</li> <li>• Reviewing interactive multimedia products</li> </ul> <p><b>NB:</b> elements of this unit also map to Component 3 of the Tech Award</p>
	<p><b>UNIT R092: DEVELOPING DIGITAL GAMES</b></p>
	<p><i>Optional</i></p>
	<ul style="list-style-type: none"> <li>• Game creation hardware, software and peripherals</li> <li>• Planning the creation of a digital game</li> <li>• Creating a digital game</li> <li>• Reviewing the creation of a digital game</li> </ul> <p><b>NB:</b> elements of this unit also map to Component 3 of the Tech Award</p>

## Tech Award Creative Media Production

### COMPONENT 3: CREATE A MEDIA PRODUCT IN RESPONSE TO A BRIEF

*Mandatory - externally set and assessed task (40%)*

- Establishing the requirements of the brief
- Defining the target audience
- Researching similar existing products to understand the marketplace/competition
- Exploring the chosen media sector to support the generation of ideas
- Theme of the brief
- Generating ideas: product, content, style & design, idea selection
- Planning materials (produce sector-specific planning materials that are sufficiently detailed to enable the client to visualise the proposed product)
- Time management
- Copyright, clearances and permissions

**NB:** For Component 3, learners can choose to produce a website, a game, a video/audio product or a publishing product.

## Creative iMedia

### UNIT R085: CREATING A MULTIPAGE WEBSITE

*Optional*

- Understanding the purpose and properties of digital graphics
- Planning the creation of a digital graphic
- Creating a digital graphic
- Reviewing a digital graphic

**NB:** Optional units R089 and R092 also map to Tech Award Component 3 as Digital Games and Digital Video are appropriate outcomes for external task based assessment

### OPTIONAL UNITS

Note: the content from any of these optional units is covered within Components 2 and 3 of the Tech Award

- Unit R083: Creating 2D and 3D digital characters
- Unit R084: Storytelling with a comic strip
- Unit R086: Creating a digital animation
- Unit R088: Creating a digital sound sequence
- Unit R089: Creating a digital video sequence
- Unit R090: Digital photography
- Unit R091: Designing a game concept
- Unit R092: Developing digital games

