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

Tech Award Creative Media Production

COMPONENT 1: EXPLORING MEDIA PRODUCTS

Mandatory – internally set and assessed task

- Media products
- Audiences and audience interpretation
- Purposes
- Genres
- Narrative
- Representation of people, places, issues and events
- Production techniques (in audio/moving image, publishing and/or interactive products)

COMPONENT 2: DEVELOPING DIGITAL MEDIA PRODUCTION SKILLS

Mandatory – internally set and assessed task

Note: each content area is split into the three specialisms: TV & radio, publishing, interactive (web, game) – and taught as relevant to your programme

- Planning skills
- Skills and techniques for creating content
- Skills and techniques for combining, shaping and refining content
- Pre-production processes and practices
- Production processes and practices
- Post-production processes and practices
- Review of progress and development

NB: this component also covers content in many optional iMedia units

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UNIT R081: PRE-PRODUCTION SKILLS

Mandatory – externally set and assessed written paper (25%)

- Purpose and content of pre-production
- Pre-production planning
- Production documents
- Pre-production documents review
- Audiences
- Media products
- Production techniques (to aid narrative e.g. shot types, storyboarding, etc.)

UNIT R082: CREATING DIGITAL GRAPHICS

Mandatory - internally set and externally moderated task

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

NB: elements of this unit also map to Component 3 of the Tech Award

UNIT R087: CREATING INTERACTIVE MULTIMEDIA PRODUCTS

Optional

- Uses and properties of interactive multimedia products
- Planning the interactive multimedia product
- Creating interactive multimedia products
- Reviewing interactive multimedia products

NB: elements of this unit also map to Component 3 of the Tech Award

UNIT R092: DEVELOPING DIGITAL GAMES

Optional

- Game creation hardware, software and peripherals
- Planning the creation of a digital game
- Creating a digital game
- Reviewing the creation of a digital game

NB: elements of this unit also map to Component 3 of the Tech Award

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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 Componenet 3, learners can choose to produce a website, a game, a video/audio product or a publishing product.

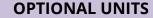
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UNIT R085: CREATING A MULTIPAGE WEBSITE

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



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

