



Quick Guide

to the BTEC Tech Award
in Creative Media
Production

First teaching: September 2022
Course level: Level 1/ Level 2
Total Qualification Time: 150 hours
Total Guided Learning Hours: 120
QN: 603/7053/1

Content overview

Component 1: Exploring Media Products

Learners will develop their understanding of how media products create meaning for their audiences, as well as examining existing products and exploring media production techniques.

Component 2: Developing Digital Media Production Skills

Learners will develop and apply skills and techniques in media production processes by creating a media product from one of the following sectors: audio/moving image, print or interactive design.

Component 3: Create a Media Product in Response to a Brief

Learners will apply and develop their planning and production skills and techniques to create a media product in response to a brief.



Why choose Creative Media Production?

This qualification is for learners interested in taking a **hands-on course** alongside their GCSEs that will offer them an insight into what it is like to work in the Creative Media sector – transecting many exciting and vibrant industries such as film; television; games, web and app development, and publishing – giving students an introduction that keeps all of their options open and allows them to make an informed decision about their future learning and career.

The BTEC Tech Award enables learners to develop sector-specific skills and knowledge of the production processes and techniques that underpin them, across a range of media products using a combination of practical exploration, experimentation, and realistic vocational contexts. They will also develop key skills such as investigating and developing ideas through pre-production, production, and post-production, managing their creative projects, documenting progress of skills and work, responding to briefs, presenting work, and reflective practice. In addition, learners develop employability skills such as teamwork, time management and communication.

This qualification takes a fully practical and **skills-based approach to learning and assessment, with no written exam**. All components, including the externally assessed synoptic component, are assessed through engaging, open, and flexible set tasks, designed to stimulate creative ideas without restricting the type or direction of learner response. The internal Pearson Set Assignment for Component 1 can be adapted to better cater for your learners, the local area and/or areas of focus you have chosen within the qualification.

This BTEC Tech Award complements the learning in GCSE programmes such as Design and Technology, Art and Design, and Computer Science. Learners might consider **progression** to A Levels or to the study of a vocational qualification at Level 3, such as a BTEC National in Creative Media or other Level 2 vocational qualifications and related competence-based qualification for the creative sector.

Assessment overview

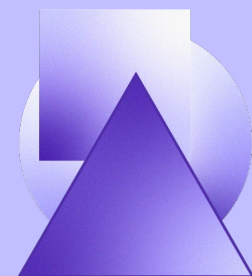
Components are interrelated and best seen as part of an integrated whole rather than as distinct study areas.

Component	GLH	Qualification weighting	Marks available	Type of assessment	Length of assessment	Availability
Component 1: Exploring Media Products	36	30%	60	Internal assessment (PSA*) with 2 tasks. Externally moderated	10 hours of supervised sessions	Twice a year: June release for December/ January moderation September release for May/June moderation
Component 2: Developing Digital Media Production Skills	36	30%	60	Internal assessment (PSA*) with 2 tasks. Externally moderated	10 hours of supervised sessions	Twice a year: June release for December/ January moderation September release for May/June moderation
Component 3: Create a Media Product in Response to a Brief	48	40%	60	External synoptic exam. Externally marked	10 hours of supervised sessions	January release for assessment in May/June (from 2024)

* Pearson Set Assignments (PSAs) are set by Pearson, marked by the centre, and moderated by Pearson.

Complimentary resources and support

- Delivery Guide
- Transition Guide mapping from previous qualifications
- Sample assessment materials
- Marking Training and Marking Standardisation Events
- Getting Started Training Events
- Access to Pearson subject specialist



Choosing a BTEC Tech Award

BTEC Tech Awards are Level 1/Level 2 courses that are of the **same size and rigour as GCSEs, widening learners' options at Key Stage 4**, while keeping all their options open for progression into post-16 education and training. We have developed all our BTEC Tech Awards in consultation with subject specialists and secondary school and FE representatives, to ensure that they are engaging and fully up to date with current sector skills, behaviours and knowledge.

With a BTEC Tech Award your learners will:

- Get a taste of what a sector is like.
- Gain transferable skills and confidence that will help them in the world today and prepare them for their futures.
- Receive an introduction to vocational study.
- Have opportunities to apply learning from their GCSE subjects to every day and work contexts.
- Build applied knowledge and skills that show an aptitude for further learning, both in the sector and more widely.

Embedding learning through application

BTEC Tech Award qualifications are designed to help learners:

- **Explore** what it's like to work in the sector and gain the underpinning knowledge and skills required to work in it.
- **Develop** key knowledge, skills and behaviours, and learn about essential tools, techniques, and equipment.
- **Apply** their learning to real-life contexts and vocational scenarios in both learning and assessment.



BTEC Tech Awards come from Pearson, the world's lifelong learning company. Our purpose is simple: to help people realize the life they imagine through learning. We do that by providing high quality content and learning experiences, as well as assessments and qualifications that help people build their skills and grow with the world around them.

Designed to offer you more

Through the design of all of our qualifications we've sought to ensure that the courses are as easy as possible for teachers to deliver and administer, and that they give learners as much opportunity as possible to realistically demonstrate their capability and achieve overall success.

- We offer the widest range of BTEC Tech Awards, covering **12 unique subject areas**, all following the same consistent approach – enabling your school to offer multiple BTEC Tech Awards without multiplying complexity.
- All components are mandatory, with **optionality built in** within the content where relevant to the sector, streamlining assessment.
- There is a **consistent mark scheme structure** for each internally assessed component making it easier to apply and standardise.
- **Assessment is compensatory** within components and across the qualification – anywhere learners gain marks, these are added to the total towards a grade. This means grades for each component are no longer restricted to the lowest grade achieved within the component.
- **There are no minimum grade requirements in any component**, so an Unclassified result in any of the components will not prevent a learner from achieving the qualification. This gives your learners more opportunities to achieve and better captures their true ability.
- The moderation process for Pearson Set Assignments (internal assessments) **offers long assessment windows, reduced administration and paperwork, and includes early moderator feedback reports**. We are the only provider offering moderator feedback reports in advance of Results Day, giving you the opportunity to address any issues with assessment before they impact on the learner's results.
- The new Pearson Set Assignments have been based on Authorised Assignment Briefs from current qualifications, so will be familiar to teachers used to the previous qualifications.



Click to find out more about the
BTEC Tech Award in Creative
Media Production