

Introducing the

BTEC Tech Award in Creative Media Production

The skills to succeed - the confidence to progress

Your
first-look
guide

Putting the spotlight on the BTEC Tech Award in **Creative Media Production**

First teaching: September 2017

Course level: Level 1 and level 2

Course size: Same as a GCSE

First assessment: Summer 2019

For: Key Stage 4 students in England and Northern Ireland

Progress 8: Non-EBacc 'open group' course

Would your Key Stage 4 students fancy taking a **hands-on course** alongside their GCSEs that gives them a taste of what the sector is like, as well as the skills and confidence to succeed in their next steps?

With the new **BTEC Tech Award in Creative Media Production**, your students get the chance to develop valuable skills and techniques in different disciplines, produce a practical response to a digital media brief, and explore potential careers in the industry.

How the course works...

As the BTEC Tech Award in Creative Media Production is a practical introduction to life and work in the industry, your students can explore the sector while:

- developing technical skills and techniques
- producing a digital media product in response to a brief
- reviewing and reflecting on the process and outcome.

The course has two internally assessed components, and one that's externally assessed:

These components build on each other to motivate your students by helping them put what they've learned into practice and grow in confidence.

* Note: these draft component details are subject to change in the final qualification.

Component 1

Exploring media products

Weighting: 30%

Aim: learn about the sector and investigate media products across the following sub-sectors:

- audio/moving image (TV programmes, films, video shorts, animations, radio broadcasts)
- publishing (newspapers, magazines, books, e-magazines, comics)
- interactive (websites, mobile applications, mobile games, video games, online games).

Assessment: internally assessed assignments

During Component 1, your students will **explore:**

- content and purpose of digital media products
- style and the use of digital design principles
- idea generation and the production process
- industry regulations and professional practices.

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Component 2

Developing digital media production skills

Weighting: 30%

Aim: develop technical skills and techniques in the chosen discipline(s) of audio/moving image, publishing and interactive.

Assessment: internally assessed assignments

During Component 2, your students will:

- **experiment** with a variety of media production skills and techniques
- **apply** the technical skills that they learn
- **reflect** on their progress and use of skills, as well as how they could improve.

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Component 3

Create a media product in response to a brief

Weighting: 40%

Aim: apply digital skills and techniques by responding to a digital media brief.

Assessment: externally assessed task where students respond to a brief to create a media product.

To do this, your students will:

- **learn** how to respond to a media brief
- **plan** their response to the brief
- **apply** skills and techniques to a production
- **justify** the process and outcome that they have developed
- **reflect** on their application of skills, time management and use of resources.

* Note: these draft component details are subject to change in the final qualification.

Where the course can lead...

With a **BTEC Tech Award in Creative Media Production**, your students are able to **explore**, **challenge** and **realise** their potential.

During the course, students can **see** whether the industry is one they want to be in, where they could go, and gain the knowledge and skills they need to succeed in their next steps.

After completing the course, your students can **continue** on to further vocational and academic study at level 2 and level 3, as well as apprenticeships and traineeships.

What's more, the transferable skills your students **master** during their studies such as self-reflection, communication, teamwork and problem solving will also support their progress in the present and future.

Education is our passport to the future.

Malcolm X

Support and resources

To help you and your students every step of the way, we're developing the course materials you need and more of what you've told us you value most.

Whether you're an experienced BTEC teacher or are new to the suite, there'll soon be **free content** and **paid-for resources*** to help you plan, teach and prepare for assessment, as well as **training events** to support your professional development.

Your Subject Advisor, Susan Young, is also on hand to answer your queries in the run-up to first teaching and beyond:



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 [@PearsonArt](https://twitter.com/PearsonArt)

 020 7010 2181

* Note: you don't have to buy published resources in order to deliver the course.

Like what you see? Want to know more?

Look out for what's coming soon...

- Introductory guides and videos
- Free training
- Specifications online in spring 2017

