



Pearson BTEC Level 1/Level 2 Tech Award from 2017 (for 14-16 KS4 in schools) in Creative Media Production. Planning for externally assessed component

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



Event Code: 18BVU05



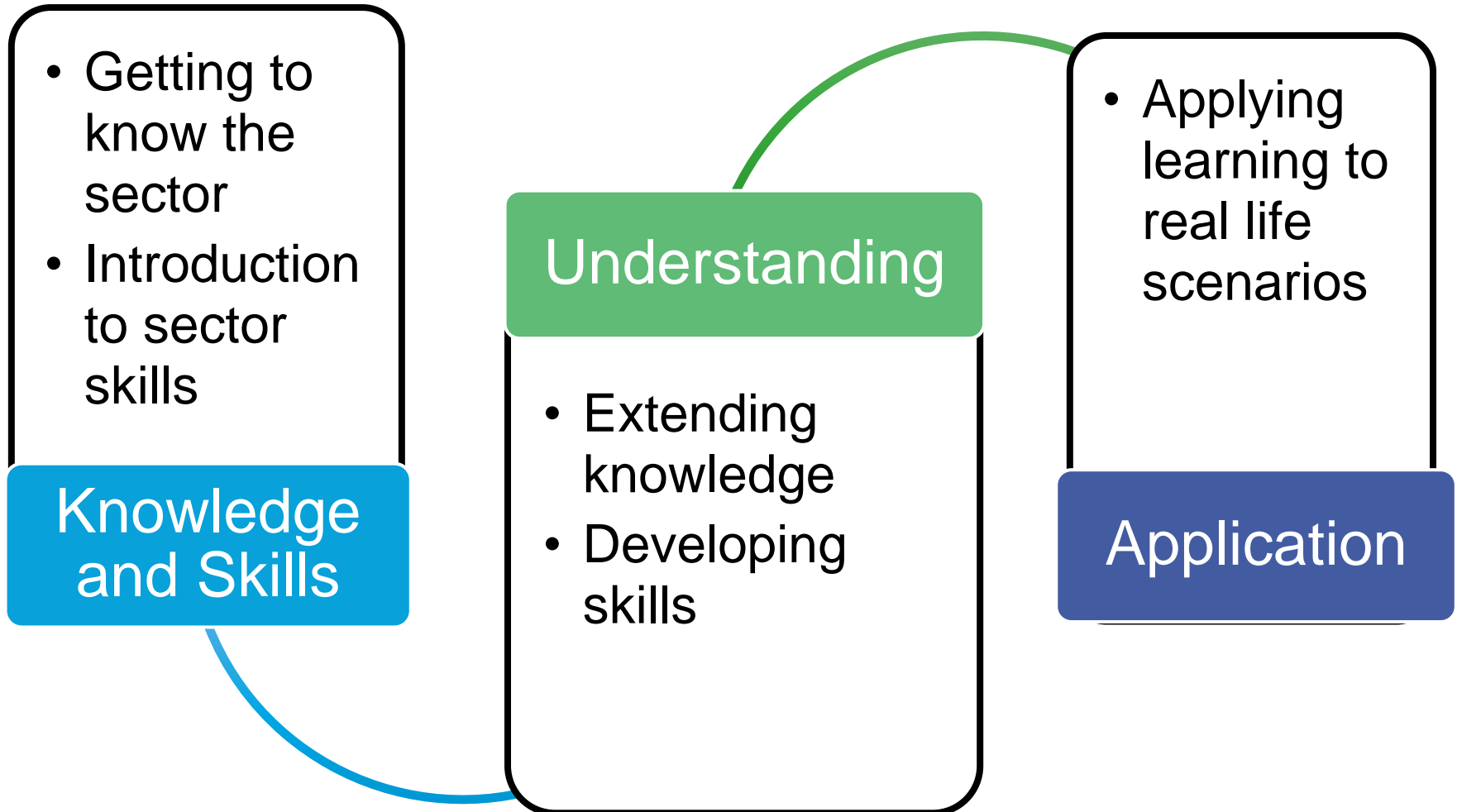
Getting to Know You



Aims for this Event

- Consider teaching, learning & assessment approaches and share practice within the externally assessed component
- Consider learner responses to specific questions and/or tasks
- Share practice in planning for externally assessed units
- Identify common issues
- Have the opportunity to ask questions
- Have the opportunity to network

Qualification Overview



The Qualification – At a Glance

Component titles	Assessment type	GLH	% of Qual
1. Exploring Media Products	Internal Assessment	36	30
2. Developing Digital Media Production Skills	Internal Assessment	36	30
3. Create a Media Product in Response to a Brief	Externally Assessed Task (Synoptic)	48	40

Component 3



Component 3

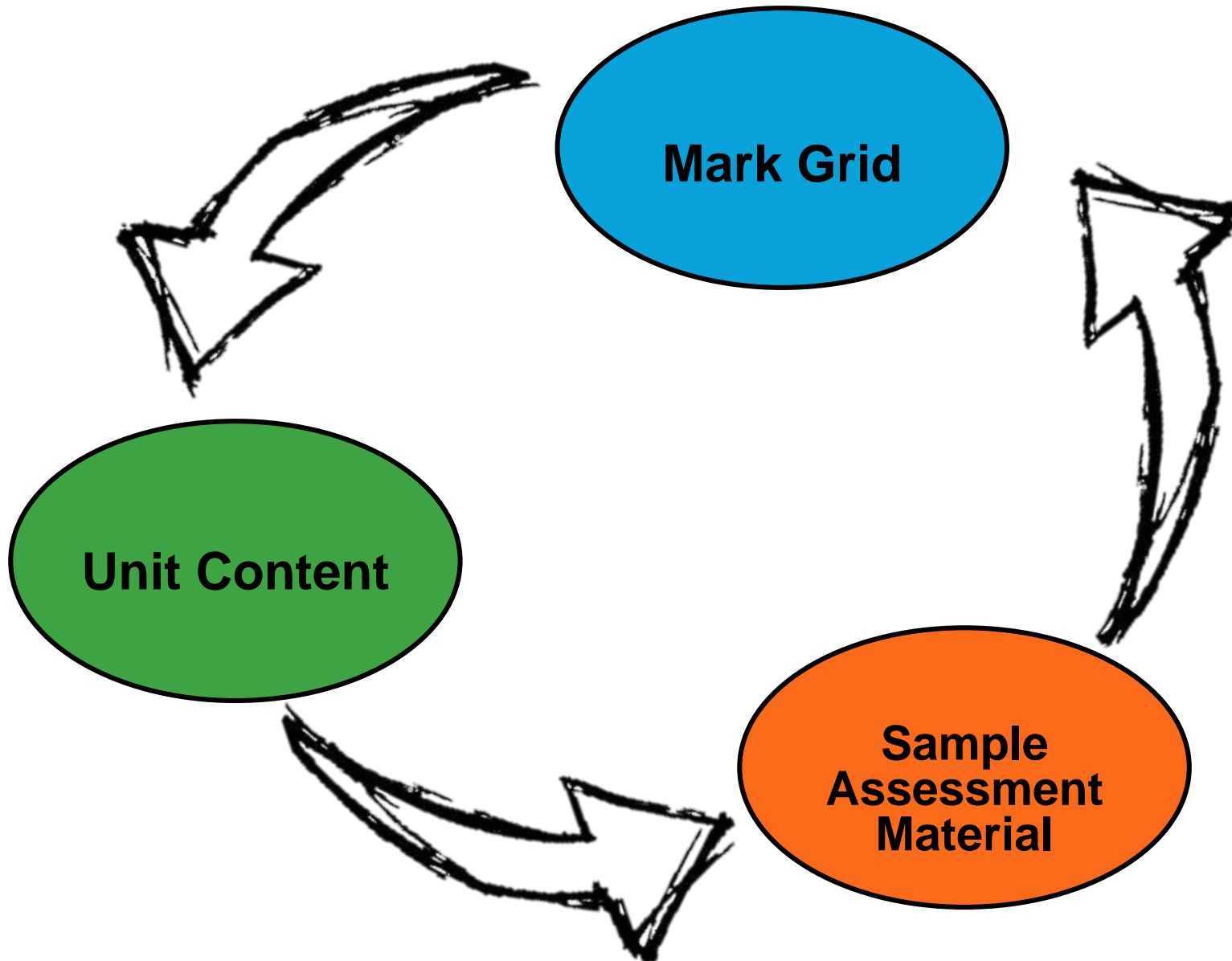
Create a Media Product in Response to a Brief

Purpose

**Pre-release
theme and
task**

**Feb
Portfolio
evidence**

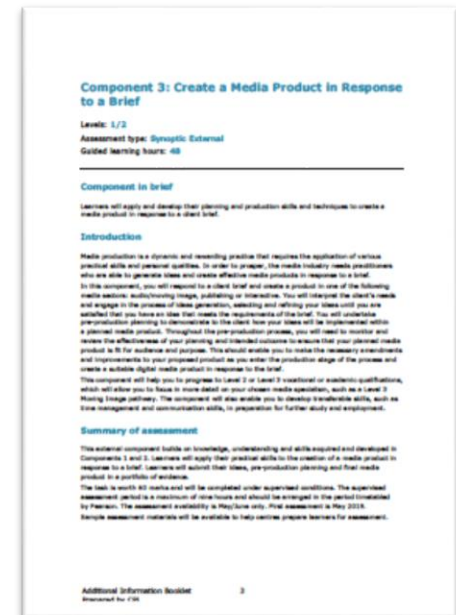
Preparing for External Assessment



Preparing for External Assessment

- A1 Responding to a brief
- A2 Generating ideas
- B1 Planning materials
- B2 Managing the production process
- C1 Monitor and review the outcomes of the production process
- C2 Production skills and techniques
- C3 Combining and refining content
- C4 Testing and exporting for distribution

Unit Content



Preparing for External Assessment


Sample Assessment Material

Pearson BTEC Level 2 Tech Award	
Additional Sample Assessment Material	
Controlled hours: 9 hours	Paper Reference: 21154K
Creative Media Production	
Set Task: Create a media product in response to a brief	
You do not need any other materials.	


- This booklet contains material for the completion of the set task under supervised conditions.
- The total mark for this set task is 60.
- This booklet is specific to each series and this material must be issued only to learners who have been entered to undertake the task in the specified series.
- This set task should be undertaken as specified in the period timetabled by Pearson.
- This booklet should not be returned to Pearson.

Turn over >

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The Process

Paper released in February
12 week assessment window

Activity 1 – Ideas Log

Supervised assessment (2 hours)

Activity 2 – Planning material (3 hours)

Supervised assessment (3 hours)

Preparatory Period – Low control

Activity 3 – Final Media Product (4 hours)

Supervised assessment

Evidence for Submission

Learners are required to submit:
Three pieces of evidence:

- Activity 1: Ideas Log
- Activity 2: Planning materials
- Activity 3: Final media product

Learners must complete an authentication sheet.

All work to be submitted by 24/5/19

Preparing for External Assessment

Mark Grid

Use of Marking grids

- Marking grids should be applied positively.
- All the marks on the grid are designed to be awarded,
- The marking grids have been designed to assess learner work holistically.
- When using a marking grid, the 'best fit' approach should be used.

Mark Grid 1 – Ideas Log

Mark	0	1-4	5-8	9 - 12	13-15
Activity Number 1: Ideas Log	No rewardable material	<ul style="list-style-type: none"> Ideas demonstrate a limited understanding of how the proposed media product will meet the requirements of the brief and how it has been influenced by other media products/trends Makes limited decisions about the content of the proposed media product with superficial connections to the requirements of the brief Limited decisions about the style of the proposed product with superficial connections to the conventions of the chosen sector 	<ul style="list-style-type: none"> Ideas demonstrate a basic understanding of how the proposed media product will meet the requirements of the brief and how it has been influenced by other media products/trends Makes appropriate decisions about the content of the proposed media product with some logical connections to the requirements of the brief Makes appropriate decisions about the style of the proposed product with some logical connections to the conventions of the chosen sector 	<ul style="list-style-type: none"> Ideas demonstrate a sound understanding of how the proposed media product will meet the requirements of the brief and how it has been influenced by other media products/trends Makes sound decisions about the content of the proposed media product with mostly logical connections to the requirements of the brief Makes sound decisions about the style of the proposed product with mostly logical connections to the conventions of the chosen sector 	<ul style="list-style-type: none"> Ideas demonstrate an effective understanding of how the proposed media product will meet the requirements of the brief and how it has been influenced by other media products/trends Makes effective decisions about the content of the proposed media product with fully logical connections to the requirements of the brief Makes effective decisions about the style of the proposed product with fully logical connections to the conventions of the chosen sector

Mark Grid 2 – Planning Documents

Mark	0	1–4	5–8	9 - 12	13–15
Activity Number 2: Planning Materials	No rewardable material	<ul style="list-style-type: none"> Limited development and understanding of how idea will be realised in response to the brief Limited understanding and use of the conventions of the planning materials to show how the idea will be realised A limited use of the skills and techniques for the chosen sector which partially shape the final idea 	<ul style="list-style-type: none"> Appropriate development and understanding of how idea will be realised in response to the brief Appropriate understanding and use of the conventions of the planning materials to show how the idea will be realised Appropriate use of the skills and techniques for the chosen sector which adequately shape the final idea 	<ul style="list-style-type: none"> Sound development and understanding of how idea will be realised in response to the brief Sound understanding and use of the conventions of the planning materials to show how the idea will be realised A sound use of the skills and techniques for the chosen sector which appropriately shape the final idea 	<ul style="list-style-type: none"> Effective development and understanding of how idea will be realised in response to the brief Effective understanding and use of the conventions of the planning materials to show how the idea will be realised A creative use of the skills and techniques for the chosen sector which effectively shape the final idea

Mark Grid 3 – Creating a Media Product (Skills)

Mark	0	1-3	4-6	7-9	10-12
Activity Number 3: Creating a media product (Skills)	No rewardable material	<ul style="list-style-type: none"> • Basic use of skills and techniques to create the materials and assets for the final product • Basic use of skills and techniques to combine materials and assets and refine the final product • Basic use of equipment and software to produce a mostly ineffective final product 	<ul style="list-style-type: none"> • Competent use of skills and techniques to create the materials and assets for the final product • Competent use of skills and techniques to combine materials and assets and refine the final product • Competent use of equipment and software to produce an adequate final product 	<ul style="list-style-type: none"> • Proficient use of skills and techniques to create the materials and assets for the final product • Proficient use of skills and techniques to combine materials and assets and refine the final product • Proficient use of equipment and software to produce an effective final product 	<ul style="list-style-type: none"> • Effective use of skills and techniques to create the materials and assets for the final product • Effective use of skills and techniques to combine materials and assets and refine the final product • Sophisticated use of equipment and software to produce an accomplished final product

Mark Grid 3 – Creating a Media Product (Ideas)

Mark	0	1-5	6-10	11-14	15-18
Activity Number 3: Creating a media product (Ideas)	No rewardable material	<ul style="list-style-type: none"> Partially effective final product that demonstrates a limited interpretation of the brief and planning materials. Partially effective use of the conventions of the chosen sector that rarely engage with the target audience The final product has been partially realised and has met little of the technical requirements of the brief 	<ul style="list-style-type: none"> A mostly effective final product that demonstrates an adequate interpretation of the brief and planning materials. A mostly effective use of the conventions of the chosen sector that partially engage with the target audience The final product has been adequately realised and has met some of the technical requirements of the brief 	<ul style="list-style-type: none"> Creative final product that demonstrates an effective interpretation of the brief and planning materials. Creative use of the conventions of the chosen sector that mostly engage with the target audience The final product has been effectively realised and has met most of the technical requirements of the brief 	<ul style="list-style-type: none"> Sophisticated final product that demonstrates an accomplished interpretation of the brief and planning materials. Sophisticated use of the conventions of the chosen sector that consistently engage with the target audience The final product has been comprehensively realised and has fully met the technical requirements of the brief

Grading and Achievement



Component Grading

External component grades:

- Level 2 Distinction
- Level 2 Merit
- Level 2 Pass

- Level 1 Distinction
- Level 1 Merit
- Level 1 Pass

Qualification Grading

External assessment:

Unclassified	=	0 points
Level 1 P	=	12-17 points
Level 1 M	=	18-23 points
Level 1 D	=	24-29 points
Level 2 P	=	30-35 points
Level 2 M	=	36-41 points
Level 2 D	=	42-48 points

Support and tour of the Website



Support Package

Plan

- Specifications
- Sample Assessment Materials
- Statement of Purpose
- Schemes of Work
- Mapping documents
- Course Planners
- GRTT events

Teach

- Assessment Tracking
- Mapping documents
- Internal Assessment Guides
- Sample Marked Learner Work

Assess/Track

- Authorised Briefs
- Past papers & mark schemes
- Templates & tools
- myBTEC
- QA Guides
- Assessment and Assignment Writing
- Standards Verifier and quality review

Pearson paid-for resources and other publishers' resources that are endorsed for BTEC are not a pre-requisite for the delivery of Pearson's specifications.

Paid-for resources may also be available from other publishers.

Paid for - Teaching Pack

- Teaching Pack resources available in a downloadable pack.
- Content based on lessons in the free schemes of work.

Paid for

- Training courses

What:

- Online services providing an easier way to manage delivery and assessment
- Support for the whole teaching and assessment team in one place
- Help with creating assignments and grade tracking
- Free for all BTEC centres.

Where:

Edexcel Online - myBTEC.pearson.com

Or access from Pearson Qualifications website: quals.pearson.com/mybtec



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Susan Young
Art, Design and Media

Tour of the Website



<https://qualifications.pearson.com/en/home.html>

BTEC key documents

Edexcel Online

MyBTEC

Aims for this Event

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Thank You and Evaluation

Please complete the evaluation form before you finish today.

You will also be emailed a link to the evaluation form after the event today if you haven't had time to complete it.

You can also access it here:

<https://goo.gl/forms/WzI6UjQSg14ExRg22>

