

BTEC Technical Award in Creative Digital Media

Subject Overview (coursework/exam split, timings, weightings etc.):

The course is made up of 3 components each of which makes up 1/3 of the overall grade.

Component 1 – Exploring media products

Component 2 – Developing Digital Media Production Skills

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

Component 3 is a controlled assessment that takes place over 12 weeks (February to May) which includes preparation time (low control) and then 9 hours supervised controlled assessment.

Exam Components Covered:

Component 3: Controlled assessment Creating a website to a specified brief.

- Assignment 1: Develop ideas in response to a brief
- Assignment 2 : Develop planning materials in response to a brief
- Assignment 3: Apply media production skills and techniques to the creation of a media product

Key Topics Required For Exam:

- Responding to a brief
- Generating ideas
- Managing production process
- Production Skills and Techniques

Useful revision strategies:

- Create mind maps on content and how it links together
- Condensers - try to fit all your knowledge of a key topic onto 1 page, swap and see what is missing
- Past exam questions and looking at mark schemes to identify where marks are gained and lost
- Flashcards for all your key terminology.

Useful websites and resources:

- Exam board sit <https://qualifications.pearson.com/en/qualifications/btec-tech-awards/creative-media-production.html>
- Web design ideas - <https://blog.hubspot.com/marketing/best-website-designs-list>