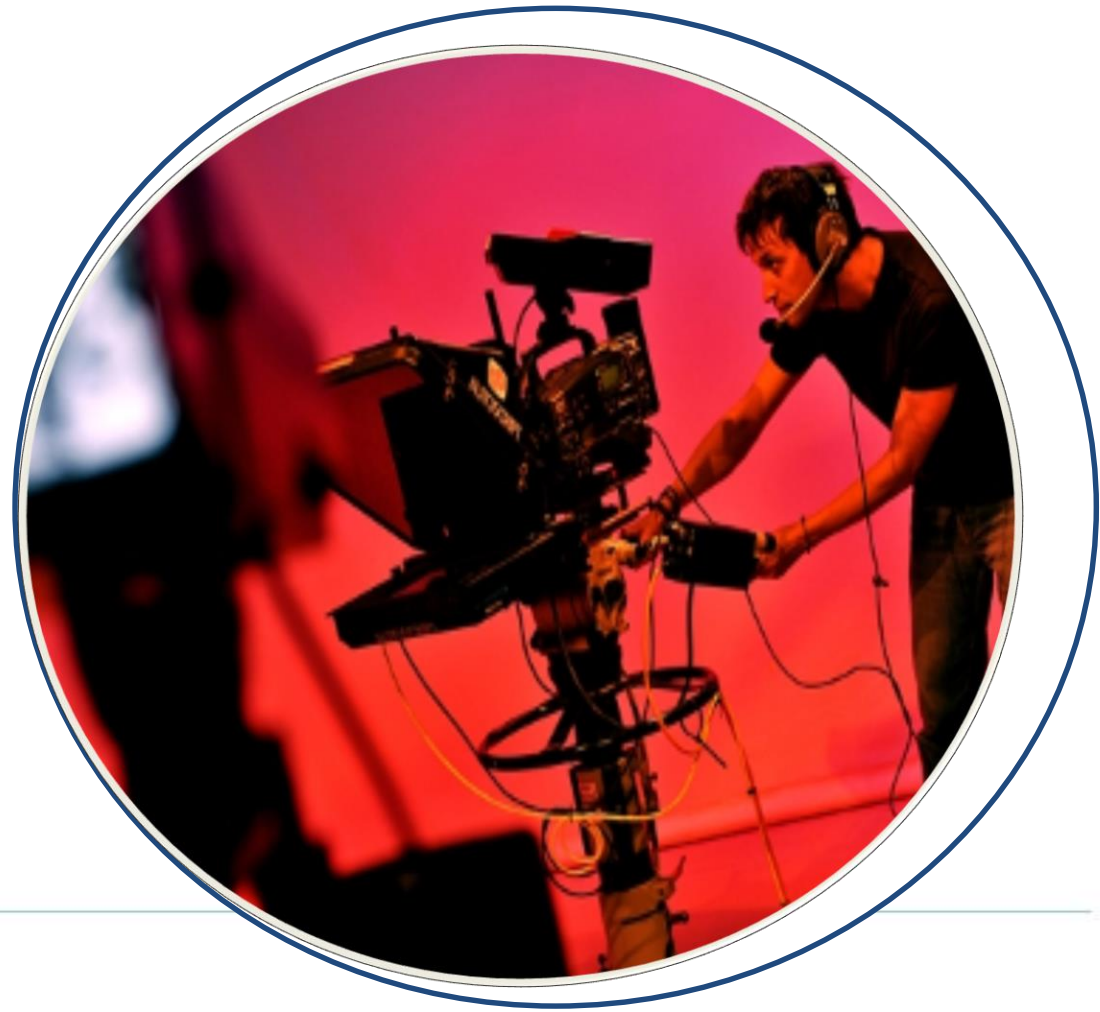




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# Welcome

BTEC Level 3  
Creative Media  
Production





# What is a BTEC?

- There is a focus on vocational learning and vocational contexts.
- More 'hands on' opportunities – especially compared with the A Level.
- Provides students with near industry practices.
- Slightly different marking system:  
Pass, Merit, Distinction and Distinction\*.

\*Please note there is still an 'exam' element to this course; this is tested by 4 external assessments throughout the course.





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# 2018/19 results

Value Added Scores are very high

100% x3 A\*-B grade A Level equivalent grades

Last year we achieved our highest ever result of:  
D\*, D\*, D\*.

Students also went on to study Media Studies  
related subjects at universities including  
Bournemouth, Ravensbourne and Westminster.





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# Requirements

- We offer: A single A Level equivalent or a triple A Level equivalent.
- Average point score 3.83 including a minimum of grade 4 for English GCSE.
- Desire to develop ICT and technical skills.
- Desire to develop independent learning and co-operation.
- Enthusiasm for writing.
- Lively interest in the media – viewing texts you wouldn't normally consume!
- Analytical mind.
- GCSE Media or Film Studies is not a requirement.





# What will you study?

- The course is split into 13 units:
  - Unit 1 – Media Representations
  - Unit 2 – Working in the Creative Media Industry
  - Unit 3 – Digital Media Skills
  - Unit 4 – Pre-production Portfolio
  - Unit 5 – Subject Specialist Investigation
  - Unit 6 – Media Campaigns
  - Unit 8 – Responding to a Commission
  - Unit 10 – Film Production
  - Unit 11 – Radio Production
  - Unit 15 – Advertising Production
  - Unit 17 – News Production
  - Unit 21 – Film Editing
  - Unit 27 – Digital Photography



If the single  
A Level  
option is  
taken, you  
will study  
Units 1, 4,  
8 and 10.



# Units and work

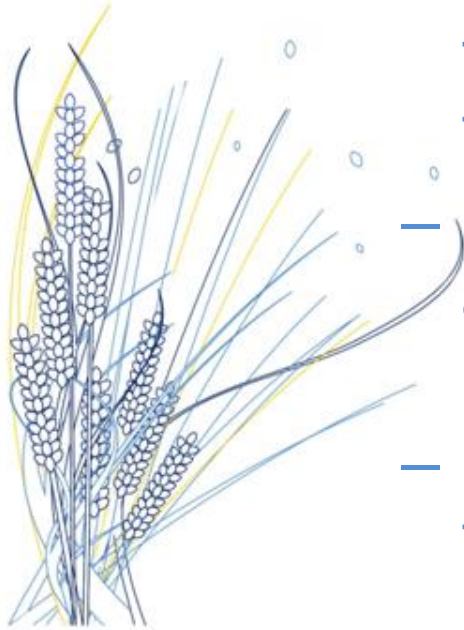
- Units will be split into a number of assignments.
- Assignments will be a mixture of essays, presentations, pitches, test and experimentation work, practical work (making **actual** products) and evaluative writing.
- Some work will be done individually, in pairs and in groups.





# Units and work

- There will be many hands on opportunities:
  - Using production equipment (shoulder cams, tripods, SLRs, Tascams, the studio, green screen etc.).
  - Learning how to use Photoshop and Premiere Pro to edit production work.
  - Meeting professionals who work in the industry.





# An example...

## Unit 4 - Pre-Production Portfolio:

1. Students write an essay about the things the industry need to consider when planning a production.
  2. Students produce planning materials for their film production including:
    - Shot list
    - Storyboard
    - Budget requirements
    - Recce of locations
    - Script
    - Shooting schedule
  3. Students keep a weekly blog to update and reflect on their progress throughout the process.
- This will then lead to the production of **Unit 10, Film Production**, and students will also demonstrate criteria from **Unit 21, Film editing**.







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# Extra curricular opportunities

- All Year 12s are expected to run a club for students lower down the school: Media club, or Film club for example.
- Make material for the Lawes Lowdown for the school website.
- Take part in the BBC School Report.
- Meet external speakers and industry professionals.





# What happens after 6<sup>th</sup> form?

- Can go to university – still worth the same points as 1 or 3 A Levels respectively.
- This can obviously lead to a media or design course; another course would be a possibility, but you would need to think about how appropriate it would be.
- Can move straight into a relevant apprenticeship.
- Can move straight into full time employment in a relevant media sector.





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**Any Questions?**





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# Contact details

- If you have any further questions, please do not hesitate to contact us.

- [esmyth@sjl.herts.sch.uk](mailto:esmyth@sjl.herts.sch.uk)

