



# Blue Coat Church of England Academy

**Year: 10**

**Subject: Media Studies**

## Overview

**BTEC Tech award Level 1/2 Creative Media Production**

<https://qualifications.pearson.com/en/qualifications/btec-tech-awards/creative-media-production.html>

**Equivalent to 1 GCSE. Grades: L2 Distinction, L2 Merit, L2 Pass, L1 Merit, L1 Pass.**

**Component 1:** Audience category and audience appeal project followed by a textual analysis of Crime TV drama extract examining Genre, Narrative, Representation, Lighting, Sound, Camera shots and editing are all used to appeal to the target audience.

**Component 2:** Preproduction, Production and evaluation of own music video based upon an existing music video and a recreation of an extract from a film.

**Component 3:** External exam unit set by the exam board.