



Blue Coat Church of England Academy

Year: 11

Subject: Media Studies

Overview

Pearson BTEC Level 1/Level 2 Tech Award in Creative Media Production:

[Creative Media Production \(2022\) | BTEC Tech Awards | Pearson qualifications](#)

Component 2: Controlled assessment- 10 Hours:

You will experiment with a variety of media production skills and techniques, apply the technical skills that you have learnt and reflect on your progress and use of skills as well as how you could

improve. You will produce a Magazine cover, and a double page spread with experimentation with images, Font, and colour.

You will learn and practice for this assignment in term 1 of year 10.

The assignment will be completed between January and May of year 10.

Component 1: Assessment: Controlled assessment: 10 hours:

You will practice this in term 3 of year 10 and will complete the real one in term 1 of year 11:

Marked by Teacher and then a sample of ten learners work will be sampled by an external moderator. The scenario behind the brief changes at each assessment window. This is broken down into two tasks:

Component 1a: 3 hours: A comparison of three Media Products from the three sectors: Moving image/Audio, Publishing and Interactive

Component 1b: 7 hours: A comparison of two moving image products covering Genre, Narrative structure, Purpose, Analysis of camerawork, editing, lighting and sound. A comparison of two products will also be provided. This will be taken between.

Component 3: Create a media product in response to a brief - Weighting: 40% This will be completed between January and May of year 11. This is externally assessed. This work is completed under the supervision of exam invigilators.

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

External Assessment: Externally assessed task where pupils respond to a brief to create a media product. Component three is sat in High controlled conditions. There are two tasks: In response to the set brief, you will:

Task 1: Research into product, creation of three different ideas and an explanation, in-depth on how your chosen idea will appeal to your target audience and 2/. Pre-production- sketching the layout of your magazine cover and double page spread annotating it to explain audience appeal.

Task 2: 3/. Production- making the product using digital editing software and 4/. producing a production log showing your creative decisions and how you made the product. (5 hours)