



# Blue Coat Church of England Academy

**Year: 12/13**

**Subject: Media**

## Overview

### **BTEC L3 Extended Certificate in Creative Digital Media Production**

[BTEC Nationals | Creative Digital Media Production \(2016\) | Pearson qualifications](#)

This is the Equivalent of 1 A level. There are three grades: Pass, Merit and Distinction. (Equivalent of E, C and A). There are four units taken over 2 years:

1. Unit 1: is assessed externally. The unit focuses on how different ethnic groups and genders are represented throughout different Media products and why they are represented that way. There is also a focus on Media theories such as Stuart Hall's reception theory and Laura Mulvey's male Gaze theory.

2. Unit 8: is assessed externally. It is split into two parts. There is a two-hour reading and note taking session based on the Brief. The brief is essentially inviting you to

pitch ideas on making a short moving image advert or documentary. You have two weeks at home to plan your ideas using the time to research similar existing products and conduct questionnaires. The second part of the exam is six hours over two days where you explain your ideas and justify them.

3. Unit 4: is researching why pre-production is important in the film industry with reference to real film examples and then the second task is to make the preproduction materials for a five-minute film you are going to make for UNIT 10.

4. Unit 10 sees students producing an analysis of films decoding generic conventions and narrative structures. Task 2 covers the filming and editing of the film you planned in Unit 4. Units 4 and 10 are covered in year 2.