



Blue Coat Church of England Academy

Year: 12/13

Subject: Media

Overview

BTEC L3 Extended Certificate in Creative Digital Media Production

<https://qualifications.pearson.com/en/qualifications/btec-nationals/creative-digital-media-production-2016.html#tab-ExtendedCertificate>

Please note that you have to choose the extended certificate option as soon as you are on the web page. When you first click on the link it shows you the resource materials for TECH version of the Extended certificate which is the wrong course for this centre.

This is the Equivalent of 1 A level at Pass, Merit and Distinction. (Equivalent of E, C and A). There are four units taken over 2 years. Unit 1 is assessed externally. There are three opportunities to take the exam over the two-year period; the best result will go towards the final grade. 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. The other externally assessed unit, Unit 8 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 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. Like unit 1, there are three assessment opportunities over the two years: the best results go towards your final grade. Unit 4 is researching why pre-production is important in the film industry with reference to

real film examples and then preproduction materials for a five minute film you are going to make for UNIT 10. 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.