

A guide to your new
Pearson BTEC Nationals in
**Creative Digital
Media Production**



What's in your Guide?

Students apply learning through a range of practical assessments

BTEC Nationals use a combination of assessment styles to give your students confidence they can apply their knowledge to succeed in the workplace – and have the study skills to continue learning on higher education courses and throughout their career.

Find out about:

- Employer involvement: Students get a taste of their career through direct contact with employers
- Assignments: Set and marked by teachers; verified by Pearson. Still the main form of assessment for all BTEC Nationals.
- Tasks: provide students with work-based challenges in timed, realistic work conditions.
- Written exams: Students create written answers to practical questions in exam conditions.

Combines qualifications, resources and training to enable progression

Your course toolkit provides free-to-access, high-quality content to support planning, teaching, assessment and progress tracking, including more examples of the items you've told us make the most difference.

Vocational BTEC courses open the door to higher education and a career

We've worked closely with over 5,000 employers, universities, teaching professionals and trainers to develop the new BTEC Nationals.

Find out:

- What schools and colleges told us they liked about BTEC Nationals, and how we could improve them.
- Why employers value students with BTEC qualifications, and why they support the new Nationals qualifications.
- Why HE institutions continue to accept BTECs, and what they said they wanted to see in the new qualifications.
- How BTEC helped our Award winners achieve their goals.

Choice of subjects and course sizes

With the widest choice of vocational subjects available, BTEC Nationals offer a range of course sizes, each with a clear purpose supporting progression to higher education or a career.

Find out:

- Course titles and sizes
- Unit-by-unit content
- Mandatory and optional content



Your subject advisor

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Introducing your new Creative Digital Media Production BTEC Nationals



With input from over 5,000 teachers, employers and higher education institutions, your new BTEC Nationals in Creative Digital Media Production combine up-to-date industry knowledge with the right balance of the practical, research and behavioural skills your students need to succeed in higher education and in their careers.

What's new?

Choice of course sizes

You can choose from a range of course sizes, each with a clear purpose supporting progression towards a career or further study. This means your students can keep their options open, and be confident they're choosing the right course to suit their study programme.

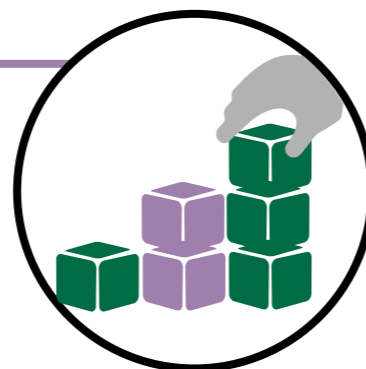
Up-to-date content

In response to your feedback, we've refined and updated the content so it better supports student progression, whether that's into higher education or to employment.

Your new courses include a solid foundation of mandatory content. That means employers and higher education providers can be confident BTEC-qualified students demonstrate the same skills and understanding and still have the opportunity to gain specialist knowledge through studying optional units.

A practical approach to assessment

Your new BTEC Nationals in Creative Digital Media Production use a combination of assessment styles to give your students confidence they can apply their knowledge to succeed in the workplace – and have the study skills to continue learning on higher education courses and throughout their career. The range of vocational assessments – both practical and written – means students can showcase their learning and achievements to best effect when they take their next step, whether that's supporting applications to higher education courses or potential employers.



Comprehensive course support

There's a range of high quality content and advice available for planning, teaching, assessment and progress tracking. And you'll find more examples of the support you've told us makes the most difference, including assignment briefs, schemes of work, sample marked learner work, specimen papers and tasks – and easy access to our subject experts. Take a look at our support section for full details.

Support from higher education and employers

We've designed your new BTEC Nationals to meet the needs of employers and higher education, so you have the right courses to support your students' progression. That means you can be confident these will be high quality courses fitting into a range of curriculum plans, and providing the right balance of mandatory content and assessment styles.

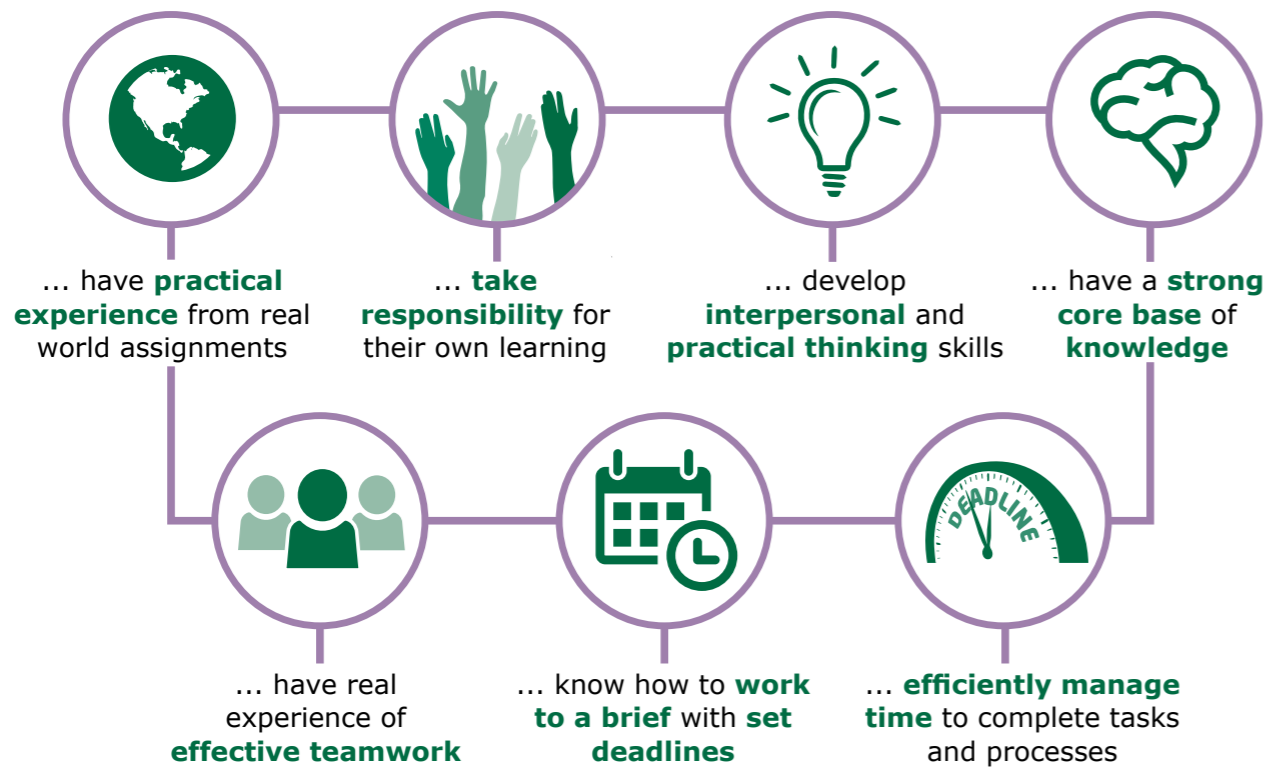
Here are just some of the organisations so far who've written letters of support for your new BTEC Nationals.

Employer:	Higher Education	Professional Body:
Adastra	Kingston University	British Interactive Media Association
Auto desk	Southampton Solent University	
Bearhug TV	University Of Chichester	
Gareth Hughes Camerawork	University of East Anglia	
Haymarket	University of Huddersfield	
Lancashire Digital	University of the West of England	
Lobo Bobo LTD		
Made in Me		
Milo Creative		
Silversun Media Group		
Team360		
TraceMedia		
Yarrington		

Opening doors to higher education and a career

We've designed each of your new BTEC Nationals qualifications primarily to meet the needs of employers and higher education, ensuring you have the right courses to support your students' progression. That means you can be confident these will be high-quality courses fitting into a range of curriculum plans, and will provide the knowledge your students need to succeed.

BTEC Creative Digital Media production Students...

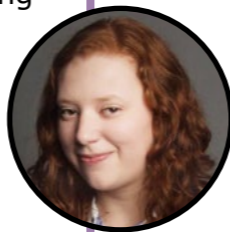


Adrian is on track to achieve a triple-starred distinction in his BTEC in Creative Media Production at Walsall Studio School. He has secured a full-time job starting this summer with Freeview broadcaster Big Centre Television.

Outstanding BTEC Media Student of the Year 2015
Adrian Bloomer

Sophie switched to the BTEC Level 3 Extended Diploma in Creative Media Production at Harlow College after realising her AS levels were not giving her the practical experience in filmmaking that she wanted. She is set to achieve a triple-starred Distinction and has been accepted by Ravensbourne College of Design and Communication to study for a degree in Digital Film Production.

Outstanding BTEC Media Student of the Year 2014
Sophie Stacey



"[We] looked at the content of the BTEC, we refined it, we made it more modern, we made it more suitable for admission to university."

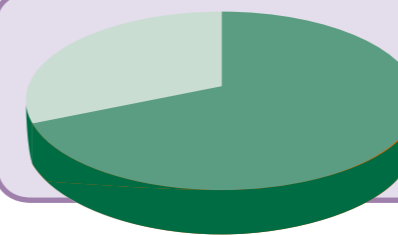
*Drew Tarmey
Senior Lecturer
University of Manchester*



Watch the full video online at quals.pearson.com/HE-EmployersSupport

"There's a few significant changes, one of which is to have more mandatory content, which is great for employers and for a professional body like ourselves, that students coming to us will, we can be certain, have similar levels of knowledge skills and understanding in similar areas."

*John Cunningham, Head of Qualifications,
Chartered Institute of Personnel and Development*

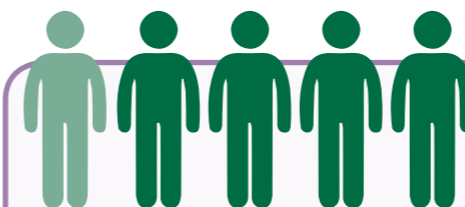
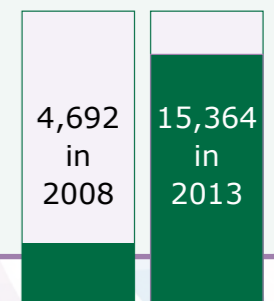


62% of large companies have recruited employees with a BTEC qualification.

Source: YouGov® research (Large Businesses, Feb 2011)

The number of students with a **mix of A levels and BTECs** accepted into UK higher education courses has grown from **4,692 in 2008** to **15,364 in 2013**.

Source: Higher Education Statistics Agency (HESA)



4 out of 5 BTEC students now in employment consider their BTEC as an **important step** towards their desired job.

Source: Further independent research from London Economics, 2010

Choice of course sizes – at a glance



The BTEC Nationals in Creative Digital Media Production provide you with a wide range of qualification sizes to choose from. Each has a clear purpose, and is designed to ensure progression to higher education or into employment.

Extended Certificate (360 GLH)	Foundation Diploma (510 GLH)	Extended Diploma General Programme (1080 GLH)	Extended Diploma Film, TV & Radio (1080 GLH)	Extended Diploma Interactive Publishing and Media (1080 GLH)	Extended Diploma Digital Games (1080 GLH)
Equivalent in size to 1 A-level	Equivalent in size to 1.5 A-levels	Equivalent in size to 3 A-levels	Equivalent in size to 3 A-levels	Equivalent in size to 3 A-levels	Equivalent in size to 3 A-levels
Applied General Qualification*	Applied General Qualification*	Applied General Qualification*	Applied General Qualification*	Applied General Qualification*	Applied General Qualification*
TOTAL: 4 UNITS	TOTAL: 6 UNITS	TOTAL: 13 UNITS	TOTAL: 13 UNITS	TOTAL: 13 UNITS	TOTAL: 13 UNITS
3 MANDATORY UNITS	4 MANDATORY UNITS	7 MANDATORY UNITS	7 MANDATORY UNITS	7 MANDATORY UNITS	7 MANDATORY UNITS
1. Media Representations (90 GLH) <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	1. Media Representations (90 GLH) <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	1. Media Representations (90 GLH) <input checked="" type="checkbox"/>	1. Media Representations (90 GLH) <input checked="" type="checkbox"/>	1. Media Representations (90 GLH) <input checked="" type="checkbox"/>	1. Media Representations (90 GLH) <input checked="" type="checkbox"/>
		2. Working in the Creative Media Industry (90 GLH) <input checked="" type="checkbox"/>	2. Working in the Creative Media Industry (90 GLH) <input checked="" type="checkbox"/>	2. Working in the Creative Media Industry (90 GLH) <input checked="" type="checkbox"/>	2. Working in the Creative Media Industry (90 GLH) <input checked="" type="checkbox"/>
		3. Digital Media Skills (120 GLH) <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	3. Digital Media Skills (120 GLH) <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	3. Digital Media Skills (120 GLH) <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	3. Digital Media Skills (120 GLH) <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>
4. Pre-Production Portfolio (90 GLH) <input checked="" type="checkbox"/>	4. Pre-Production Portfolio (90 GLH) <input checked="" type="checkbox"/>	4. Pre-Production Portfolio (90 GLH) <input checked="" type="checkbox"/>	4. Pre-Production Portfolio (90 GLH) <input checked="" type="checkbox"/>	4. Pre-Production Portfolio (90 GLH) <input checked="" type="checkbox"/>	4. Pre-Production Portfolio (90 GLH) <input checked="" type="checkbox"/>
		5. Specialist Subject Investigation (120 GLH) <input checked="" type="checkbox"/>	5. Specialist Subject Investigation (120 GLH) <input checked="" type="checkbox"/>	5. Specialist Subject Investigation (120 GLH) <input checked="" type="checkbox"/>	5. Specialist Subject Investigation (120 GLH) <input checked="" type="checkbox"/>
	6. Media Campaigns (120 GLH) <input checked="" type="checkbox"/>	6. Media Campaigns (120 GLH) <input checked="" type="checkbox"/>	6. Media Campaigns (120 GLH) <input checked="" type="checkbox"/>	6. Media Campaigns (120 GLH) <input checked="" type="checkbox"/>	6. Media Campaigns (120 GLH) <input checked="" type="checkbox"/>
8. Responding to a Commission (120 GLH) <input checked="" type="checkbox"/>	8. Responding to a Commission (120 GLH) <input checked="" type="checkbox"/>	8. Responding to a Commission (120 GLH) <input checked="" type="checkbox"/>	8. Responding to a Commission (120 GLH) <input checked="" type="checkbox"/>	8. Responding to a Commission (120 GLH) <input checked="" type="checkbox"/>	8. Responding to a Commission (120 GLH) <input checked="" type="checkbox"/>
1 OPTIONAL UNIT	2 OPTIONAL UNITS	6 OPTIONAL UNITS	6 OPTIONAL UNITS	6 OPTIONAL UNITS	6 OPTIONAL UNITS

Types of assessment

Assignment – Set and marked internally

Task – Set and marked by Pearson

Written exam – Set and marked by Pearson

Mandatory unit types

Mandatory Unit that must be passed

Mandatory Synoptic Unit

For more details, see page 22.

Performance measures and funding

* Indicates this qualification has been included on the Department for Education's 16-19 performance measure lists (2018 results) (England only). All new BTEC Nationals are funded for 16-18 learners. Those included on a 16-19 list are also eligible for 19-23 entitlement funding.

Choice of course sizes – at a glance



Specialist Creative Digital Media Production Diplomas

Diploma Film and Television Production (720 GLH)	Diploma Film and Television Visual Effects (720 GLH)	Diploma Sound Production (720 GLH)	Diploma Digital Publishing (720 GLH)	Diploma Games Design and Development (720 GLH)
Equivalent in size to 2 A-levels	Equivalent in size to 2 A-levels	Equivalent in size to 2 A-levels	Equivalent in size to 2 A-levels	Equivalent in size to 2 A-levels
Technical Level Qualification*	Technical Level Qualification*	Technical Level Qualification*	Technical Level Qualification*	Technical Level Qualification*
TOTAL: 10 UNITS	TOTAL: 10 UNITS	TOTAL: 10 UNITS	TOTAL: 10 UNITS	TOTAL: 10 UNITS
4 MANDATORY UNITS	5 MANDATORY UNITS	4 MANDATORY UNITS	4 MANDATORY UNITS	4 MANDATORY UNITS
3. Digital Media Skills (120 GLH) ✕ S	3. Digital Media Skills (120 GLH) ✕ S	3. Digital Media Skills (120 GLH) ✕ S	3. Digital Media Skills (120 GLH) ✕ S	3. Digital Media Skills (120 GLH) ✕ S
7. Media Enterprise (60 GLH) ✕	7. Media Enterprise (60 GLH) ✕	7. Media Enterprise (60 GLH) ✕	7. Media Enterprise (60 GLH) ✕	7. Media Enterprise (60 GLH) ✕
8. Responding to a Commission (120 GLH) ✕	8. Responding to a Commission (120 GLH) ✕	8. Responding to a Commission (120 GLH) ✕	8. Responding to a Commission (120 GLH) ✕	8. Responding to a Commission (120 GLH) ✕
10. Film Production – Fiction (60 GLH) ✕	10. Film Production – Fiction (60 GLH) ✕			
		11. Radio Production – Fiction (60 GLH) ✕		
	37. Visual Effects (60 GLH) ✕		12. Website Production (60 GLH) ✕	13. Digital Games Production (60 GLH) ✕
6 OPTIONAL UNITS	5 OPTIONAL UNITS	6 OPTIONAL UNITS	6 OPTIONAL UNITS	6 OPTIONAL UNITS

Types of assessment

Assignment – Set and marked internally

Task – Set and marked by Pearson

Mandatory unit types

✕ Mandatory Unit that must be passed

S Mandatory Synoptic Unit

For more details, see page 22.

Performance measures and funding

* Indicates this qualification has been included on the Department for Education's 16-19 performance measure lists (2018 results) (England only). All new BTEC Nationals are funded for 16-18 learners. Those included on a 16-19 list are also eligible for 19-23 entitlement funding.

Choice of course sizes – in detail

Here we will take an in-depth look through your BTEC Nationals in Creative Digital Media Production showing the unit choices for each qualification and how your students can progress.

Extended Certificate (360 GLH)

QAN	601/7467/5
Equivalent in size to	1 A Level
Total number of Units	4
Aim	To provide an introduction to study of creative digital media production as part of a programme of study that includes other courses, e.g. BTEC Nationals or A levels.
Progression to	Higher education or training and ultimately employment in the creative industries sector.
Optional unit choices	10. Film Production – Fiction 11. Radio Production – Fiction 12. Website Production 13. Digital Games Production 14. Digital Magazine Production

3 MANDATORY UNITS

Mandatory Units –
Learners complete and achieve all units

1. Media Representations (90 GLH) ✕ S
4. Pre-Production Portfolio (90 GLH) ✕
8. Responding to a Commission (120 GLH) ✕

Learners complete
1 Optional Unit

Foundation Diploma (510 GLH)

QAN	601/7468/7
Equivalent in size to	1.5 A Levels
Total number of Units	6
Aim	Designed as a one-year full-time course or a full two-year programme when studied alongside further Level 3 qualifications.
Progression to	Creative Media related higher education courses, to an Apprenticeship or entry level employment in the creative industries sector.
Optional unit choices	9. App Production 10. Film Production – Fiction 11. Radio Production – Fiction 12. Website Production 13. Digital Games Production 14. Digital Magazine Production 15. Advertising Production 16. Factual Production 17. News Production

4 MANDATORY UNITS

Mandatory Units –
Learners complete and achieve all units

1. Media Representations (90 GLH) ✕ S
4. Pre-Production Portfolio (90 GLH) ✕
6. Media Campaigns (120 GLH) ✕
8. Responding to a Commission (120 GLH) ✕

Learners complete
2 Optional Units

Extended Diploma (1080 GLH)

QAN	601/7342/7
Equivalent in size to	3 A Levels
Total number of Units	13
Aim	The qualification is intended to be studied over two years as the substantial qualification in a learner's study programme. Following a general programme of study or routes in Film, Television and Radio; Interactive Publishing and Media; or Digital Games.
Progression to	Higher education and ultimately employment in the creative sector.
Optional unit choices	<p>(General Programme)</p> <ol style="list-style-type: none"> 9. App Production 10. Film Production – Fiction 11. Radio Production – Fiction 12. Website Production 13. Digital Games Production 14. Digital Magazine Production 15. Advertising Production 16. Factual Production 17. News Production 18. Storyboarding for Digital Media 19. Scriptwriting 20. Single Camera Techniques 21. Film Editing 22. Interviewing Techniques 23. Stop Motion Animation 24. Sound Editing 25. Sound Recording 26. Writing Copy 27. Digital Photography 28. Image Manipulation Techniques 29. 2D Digital Graphics 30. Page Layout and Design for Digital Media 31. Coding for Web Based Media 32. Concept Art for Computer Games 33. 2D Animation 34. Game Engine Scripting 39. Live Radio Broadcasting 40. 3D Modelling 41. 3D Environments 42. Games Testing 43. 3D Digital Animation <p>(Film, Television and Radio)</p> <ol style="list-style-type: none"> 10. Film Production - Fiction 11. Radio Production – Fiction 15. Advertising Production 16. Factual Production 17. News Production 18. Storyboarding for Digital Media 19. Scriptwriting

7 MANDATORY UNITS

Mandatory Units –
Learners complete and achieve all units

1. Media Representations (90 GLH) ✕
2. Working in the Creative Media Industry (90 GLH) ✕
3. Digital Media Skills (120 GLH) ✕ S
4. Pre-Production Portfolio (90 GLH) ✕
5. Specialist Subject Investigation (120 GLH) ✕
6. Media Campaigns (120 GLH) ✕
8. Responding to a Commission (120 GLH) ✕

Learners complete
6 Optional Units

20. Single Camera Techniques
21. Film Editing
22. Interviewing Techniques
24. Sound Editing
25. Sound Recording
38. Sound Mixing

Interactive Publishing and Media

9. App Production
12. Website Production
14. Digital Magazine Production
15. Advertising Production
22. Interviewing Techniques
26. Writing Copy
27. Digital Photography
28. Image Manipulation Techniques
29. 2D Digital Graphics
30. Page Layout and Design for Digital Media
31. Coding for Web Based Media
32. Concept Art for Computer Games

(Digital Games)

9. App Production
10. Film Production – Fiction
11. Radio Production – Fiction
12. Website Production
13. Digital Games Production
32. Concept Art for Computer Games
33. 2D Animation
34. Game Engine Scripting
40. 3D Modelling
41. 3D Environments
42. Games Testing
43. 3D Digital Animation

Choice of course sizes – in detail

Specialist Creative Digital Media Production Diplomas

Diploma in Film and Television Production (720 GLH)

QAN	601/7470/5
Equivalent in size to	2 A Levels
Total number of Units	10
Aim	To give learners a Technical understanding of film and television production. Designed to be studied over two years alongside additional qualifications.
Progression to	Employment or further study in the creative industries sector.
Optional unit choices	18. Storyboarding for Digital Media 19. Scriptwriting 20. Single Camera Techniques 21. Film Editing 23. Stop Motion Animation 24. Sound Editing 25. Sound Recording 35. Multi Camera Techniques 36. Lighting Techniques

4 MANDATORY UNITS

Mandatory Units –
Learners complete and achieve all units

3. Digital Media Skills (120 GLH) ✱ [S]
7. Media Enterprise (60 GLH) ✱
8. Responding to a Commission (120 GLH) ✱
10. Film Production – Fiction (60 GLH) ✱

Learners complete
6 Optional Units

Types of assessment

Assignment – Set and marked internally

Task – Set and marked by Pearson

Mandatory unit types

✱ Mandatory Unit that must be passed

[S] Mandatory Synoptic Unit

For more details, see page 22.



Diploma in Sound Production (720 GLH)

QAN	601/7474/2
Equivalent in size to	2 A Levels
Total number of Units	10
Aim	To give learners a Technical understanding of sound production. Designed to be studied over two years alongside additional qualifications.
Progression to	Employment or further study in the creative industries sector.
Optional unit choices	19. Scriptwriting 22. Interviewing Techniques 24. Sound Editing 25. Sound Recording 31. Coding for Web-based Media 38. Sound Mixing 39. Live Radio Broadcasting

4 MANDATORY UNITS

Mandatory Units –
Learners complete and achieve all units

3. Digital Media Skills (120 GLH) ✱ [S]
7. Media Enterprise (60 GLH) ✱
8. Responding to a Commission (120 GLH) ✱
11. Radio Production – Fiction (60 GLH) ✱

Learners complete
6 Optional Units

Diploma in Film and Television Visual Effects (720 GLH)

QAN	601/7471/7
Equivalent in size to	2 A Levels
Total number of Units	10
Aim	To give learners a Technical understanding of film and television visual effects. Designed to be studied over two years alongside additional qualifications.
Progression to	Employment or further study in the creative industries sector.
Optional unit choices	18. Storyboarding for Digital Media 20. Single Camera Techniques 21. Film Editing 24. Sound Editing 33. 2D Animation 36. Lighting Techniques. 41. 3D Environments 43. 3D Digital Animation

4 MANDATORY UNITS

Mandatory Units –
Learners complete and achieve all units

3. Digital Media Skills (120 GLH) ✱ [S]
7. Media Enterprise (60 GLH) ✱
8. Responding to a Commission (120 GLH) ✱
10. Film Production – Fiction (60 GLH) ✱
37. Visual Effects (60 GLH) ✱

Learners complete
5 Optional Units

Diploma in Digital Publishing (720 GLH)

QAN	601/7472/9
Equivalent in size to	2 A Levels
Total number of Units	10
Aim	To give learners a Technical understanding of digital publishing. Designed to be studied over two years alongside additional qualifications.
Progression to	Employment or further study in the creative industries sector.
Optional unit choices	9. App Production 22. Interviewing Techniques 26. Writing Copy 27. Digital Photography 28. Image Manipulation Techniques 29. 2D Digital Graphics 30. Page Layout and Design for Digital Media 31. Coding for Web-based Media

4 MANDATORY UNITS

Mandatory Units –
Learners complete and achieve all units

3. Digital Media Skills (120 GLH) ✱ [S]
7. Media Enterprise (60 GLH) ✱
8. Responding to a Commission (120 GLH) ✱
12. Website Production (60 GLH) ✱

Learners complete
6 Optional Units

Choice of course sizes – in detail



Specialist Creative Digital Media Production Diplomas

Diploma in Games Design and Development (720 GLH)

QAN	601/7473/0
Equivalent in size to	2 A Levels
Total number of Units	10
Aim	To give learners a Technical understanding of the digital games industry. Designed to be studied over two years alongside additional qualifications.
Progression to	Employment or further study in the creative industries sector.
Optional unit choices	9. App Production 32. Concept Art for Computer Games 33. 2D Animation 34. Games Engines Scripting 40. 3D Modelling 41. 3D Environments 42. Games Testing 43. 3D Digital Animation

4 MANDATORY UNITS

Mandatory Units –
Learners complete and achieve all units

3. Digital Media Skills (120 GLH) ✘ [S]

7. Media Enterprise (60 GLH) ✘

8. Responding to a Commission (120 GLH) ✘

13. Digital Games Production (60 GLH) ✘

Learners complete
6 Optional Units

Employer involvement

Students get a taste of their career through direct contact with employers

In Tech Level qualifications, students have the opportunity to learn first-hand from practising professionals and real employment environments, allowing them to fully appreciate what's involved in their chosen career – not just in theory, but in practice:

- Activities can take place inside a workplace (eg structured work experience aligned to unit content), and/or
- Employers can be involved in the delivery of the qualification content, as guest lecturers, setting or assessing assignments

You select the best blend of activities to meet the learning outcomes of designated units, so you can tailor programs that can be delivered in your local area. We quality assure these activities through existing quality and verification processes.

Find more guidance in section 1, 4 and 8 of your qualification specification.

Types of assessment

Assignment – Set and marked internally

Task – Set and marked by Pearson

Mandatory unit types

✘ Mandatory Unit that must be passed

[S] Mandatory Synoptic Unit

For more details, see page 22.

Employer involvement can take place in units you choose. However it must take place in at least 1 externally and 1 internally assessed unit.

Students apply learning through practical assessments

BTEC Nationals use a combination of assessment styles to give your students confidence they can apply their knowledge to succeed in the workplace – and have the study skills to continue learning on higher education courses. This range of vocational assessments – both practical and written – mean students can showcase their learning and achievements to best effect when they take their next step, whether that’s supporting applications to higher education courses or potential employers.

BTEC Nationals use three types of assessment:

Assignments

See page 19

Tasks

See page 20

On-screen exam

See page 21

Assignments

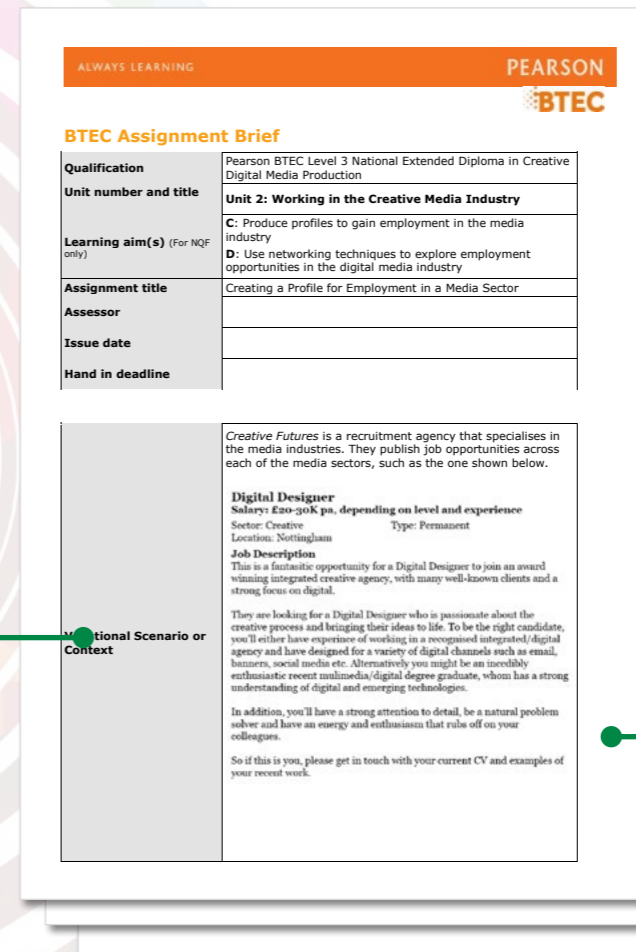
The same teaching and assessment style you know and love

In units assessed by assignments, your programme team creates an assignment brief for students to carry out set tasks and create evidence to work-related scenarios. Assignments can include research, projects, investigations, fieldwork, and experiments, and often link theory with production of media artefacts.

All internal assessment is quality assured through a combination of internal verification (carried out by you in your centre) and external verification (sampling) which we carry out annually to ensure all centres are assessing consistently to the national standard.

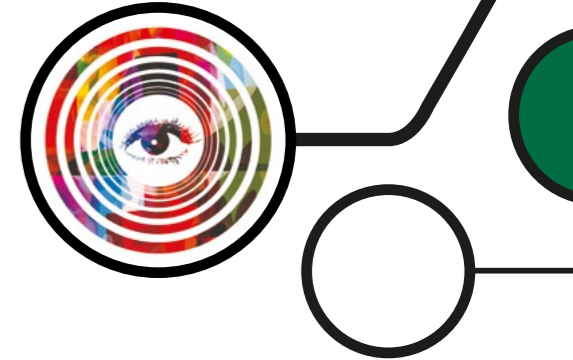
Authorised assignment briefs

Pre-approved assignments so you don't need to worry



Ready-to-use assignment briefs

Mapped directly to the delivery guides



Assignments

Set and marked by:
Centre (school, college or training provider)

Verified by:
Pearson

What's involved
Students complete a series of tasks set in a work-related scenario which you can tailor to local industry needs.

What's the result?
Your students generate authentic evidence, drawing on their knowledge and skills to complete a practical project over a period of time, working either individually or in a team.

Tasks

Students demonstrate their skills and knowledge in a real-life scenario they are likely to encounter in the workplace. You decide when in a given window the assessments take place, helping to ensure they take place at the most convenient time.

Tasks

Set and marked by:

Pearson

What's involved?

Tasks require students to demonstrate their skills and knowledge in a real-life scenario. They provide students work-based challenges, where they are faced with realistic work conditions and time-based pressures.

What's the result?

Tasks help to provide a consistent standard of assessment for all BTEC students. Employers and higher education can trust BTEC students come with the same consistent base of knowledge and skills.

Unit 3: Digital Media Skills, students are provided with a brief, to which students will be required to provide an electronic submission of their work to Pearson.

Frequency: Once yearly

First window: May/June 2017

Unit 5: Specialist Investigation Skills, requires students to complete a two part task, where they are required to complete research activities on pre-released information, before carrying out assessment activities on their findings.

Frequency: Twice yearly

First window: May/June 2018

Unit 8: Responding to a Commission, students are required to complete a two part task, where they are provided with a commission for a media production, they will then conduct research activities in order to be able to complete an assessment for the second part of the task.

Frequency: Twice yearly

First window: May/June 2017

On-screen Exam

Uses practical questions to test essential knowledge in test conditions.

Unit 1: Media Representation, students are required to complete an on-screen supervised exam which lasts for two hours. The exam will consist on short and long answer questions. Learners will have access to unseen media products and will be able to engage with material independently using the onscreen platform.

Frequency: Twice yearly

First window: May/June 2017



On-screen exam

Set and marked by:

Pearson

What's involved?

Students draw on essential information to create written answers to practical questions in exam conditions.

What's the result?

Exams help to ensure that all students are consistently assessed. They help employers and higher education to trust that BTEC students come with the same consistent base of knowledge and skills.

How assessment recognises learners' overall achievement

Grading accurately reflects students' performance and achievements

Each BTEC Nationals unit is individually graded (Pass, Merit, Distinction) and contributes towards a learner's final qualification grade. Each unit contributes points proportionally to the overall grade. This allows students to gain recognition for strong performance in areas they excel.

A learner's final grade is decided by their performance across the qualification, based on a combined total of points earned from assessments. However, students need to pass most (and in some cases, all) mandatory content to remain eligible for an overall qualification pass.

'Must-pass' units

Learners must complete and pass all units which carry this symbol.



You can find more detail of points allocations for each unit in **Section 9 of the specifications**.

Synoptic assessment

The content of some units (for example, Unit 1) helps learners demonstrate that they can apply skills, knowledge and techniques from across the qualification. Synoptic units can be assessed by assignment, task, or exam and affect the overall qualification grade in the same way as a regular unit.

We've shown which units have synoptic assessment on **pages 8-9** with this symbol.



Re-submissions and re-takes

Internal assessments

Re-submissions

Each internal assignment can be submitted once, **within 15 days** of the original work being returned to the student. Learners can improve their grade, whether that's to reach the Pass threshold, or to achieve a narrowly-missed Merit or Distinction.

Re-takes

If a learner is still short of the Pass threshold, then they can re-take the assessment for that unit, against a new assignment brief which covers only Pass criteria.

External assessments

Re-sits

Students can re-sit externally assessed units once, in the next available assessment window. Because students will take a new paper or task brief, grades aren't capped in re-sits, and they can improve their unit grade.

Support

You told us how important it is to have comprehensive support available to help with the planning and presentation of your qualifications. That's why we've developed a whole suite of support materials to help you at every step of the way.



Plan



Teach



Assess & Track



Develop

Plan



Get to know your course



Specification

Contains details of all qualification units, and explains all the key information needed to deliver the qualification.

Recruit and prepare learners



Skills for Learning and Work

These customisable activity sheets are available for your students to work through as part of your delivery of the course.

Course planning



myBTEC



Getting Ready to Teach Events

FREE, full-day events specifically designed to walk you through the delivery of your BTEC National courses.

Book your place now.

Key



Printed Resource



Editable Template



Digital Service



Personal Support

Plan



Schemes of Work

Lesson-by-lesson plans of how to cover each unit together with suggestions for resources to support your teaching, and activities to keep students engaged.

BTEC NATIONAL CREATIVE MEDIA UNIT 12: WEBSITE PRODUCTION	
A2 Unit title	Website Production
Guided learning hours	60
Number of lessons	60
Duration of lessons	1 hour (unless otherwise stated)
Links to other units	
<ul style="list-style-type: none"> Unit 3: Digital Media Skills Unit 9: App production Unit 28: Image Manipulation Techniques Unit 30: Page Layout and Design for Digital Media Unit 31: Coding for Web-based Media 	
Key to lesson types	
AW	Assignment writing
RS	Revision session
GS	Guest speaker
V	Visit
IS	Independent study
WE	Work experience
Lesson	Topic
Lesson type	Suggested activities
Classroom resources	
Learning aim A: Understand the codes and conventions of website production	
1	<p>A2 Common components of a web page</p> <p>IS</p> <ul style="list-style-type: none"> Group activity: Using a selection of webpage layouts, identify the key components of a web page. Paired activity: Provide a definition of each key component that describes what it contains. Individual activity: Use a wireframing tool to reproduce three different pages from the same website, using the key components identified at the beginning of the lesson. Use coloured shading to indicate the areas <p>A selection of web page designs, available through pinterest.com.</p> <p>A selection of five websites, accessible through the internet.</p> <p>Wireframing tool e.g. www.wireframe.cc.</p>
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Expert help and support

Subject Advisor

Get specialist support with a range of subject-specific queries, such as specification queries, qualification delivery and general assessment.

Sample Assessment Material

Gives realistic examples of what to expect in assessment.

No Fighting Chance SAM Paper for onscreen assessment (80 marks)

Clips (timings refer to the full length original version):

Clip 1 (0:46 to 1:21) used in Q2 and Q9
 Clip 2 (5:10 to 7:34) used in Q4
 Clip 3 (7:34 to 8:37) used in Q5
 Clip 4 (1:51 to 2:34) used in Q6
 Clip 5 (3:39 to 4:22) used in Q6
 Clip 6 (9:52 to 14:04) used in Q8

Question	Explain one example of how colour is used in this image to make meaning.	2 marks
1	<p>1 mark for identifying the use of colour and 1 mark for explaining how it adds to meaning</p> <p>e.g. the image has desaturated/subdued colours (1) and this creates a sense of depression (1)</p> <p>Other uses of colour are:</p> <ul style="list-style-type: none"> • Predominance of greys and blues (1) • Absence of bright/vibrant colours (1) • Predominance of cold colours (1) <p>and any of those uses can be paired with any of the following in regards to meaning</p> <ul style="list-style-type: none"> • creating a sense of depression (1) • despair (1) • despondency (1) • dissatisfaction (1) <p>Accept any other appropriate explanation.</p>	
2	<p>Explain how props and figure expression have been combined to represent Joe in clip 1.</p> <p>Award up to four marks explaining how these two aspects of mise-en-scene combine to create meaning.</p> <p>e.g. Joe is wearing headphones (props - 1) because he is detached from the male camaraderie (1). The way he trudges off with his eyes downcast (figure expression - 1) re-enforces the sense of his isolation (1)</p> <p>Accept any other appropriate explanation.</p>	4 marks



Delivery Guides

These guides are a companion to the specification, giving a complete breakdown of each unit, ideas for delivery, and a list of helpful resources.

UNIT 12: WEBSITE PRODUCTION

Details of links to other BTEC units and qualifications, and to other relevant units/qualifications

Pearson BTEC Level 3 Nationals in Creative Media (NQF):

- Unit 3: Digital Media Skills
- Unit 9: App production
- Unit 28: Image Manipulation Techniques
- Unit 30: Page Layout and Design for Digital Media
- Unit 31: Coding for Web-based Media.

Resources

In addition to the resources listed below, publishers are likely to produce Pearson-endorsed textbooks that support this unit of the BTEC Nationals in Creative Media. Check the Pearson website (<http://qualifications.pearson.com/en/support/published-resources.html>) for more information as titles achieve endorsement.

Textbooks

- Ducket, J – *HTML & CSS: Design and Build Web Sites* (John Wiley & Sons, 2011) ISBN 9781118008188
This book covers how read and write HTML5 and CSS3, structure and design web pages and sites, prepare images, audio and video for the web and control typography and layout.
- McManus S – *Web Design in easy steps, 6th edition* (In Easy Steps, 2014) ISBN 9781840786255
This book covers the key principles of good web design, effective navigation and how to use HTML, CSS and JavaScript.

Magazines

- .net
Web Designer

These two magazines are the leading authorities for web creatives and designers with expert guides covering next-generation technologies such as HTML5, CSS3, jQuery, WordPress and mobile apps.

Websites

- w3schools.com
World Wide Web Consortium. This website covers tutorials, references and examples of HTML/CSS, JavaScript, graphics and web building.
- webdesignerdepot.com
This web design blog provides design resources, tips and techniques for web designers and developers.

9781446927731 – Pearson BTEC Nationals in Creative Media – Delivery Guide
Issue 1 – February © Pearson 2016

Key



Printed Resource



Editable Template



Digital Service



Personal Support

Teach



Training



Training Courses

Get expert guidance on every aspect of delivery from our experienced trainers with our face-to-face, online and centre-based training options.

Assess & Track



Guidance



Quality Assurance Handbooks

Your detailed reference guide.



Standards Verifier and Quality Review visit



Standardisation Training

LIV-led training to provide the support you need to confidently assess to the national standard.

Reports and feedback



Examiner Reports

Understand your students' performance in relation to national averages.

Examples of the standard



Authorised Assignment Briefs

A selection of Assignment Briefs approved by a Senior Standards Verifier.



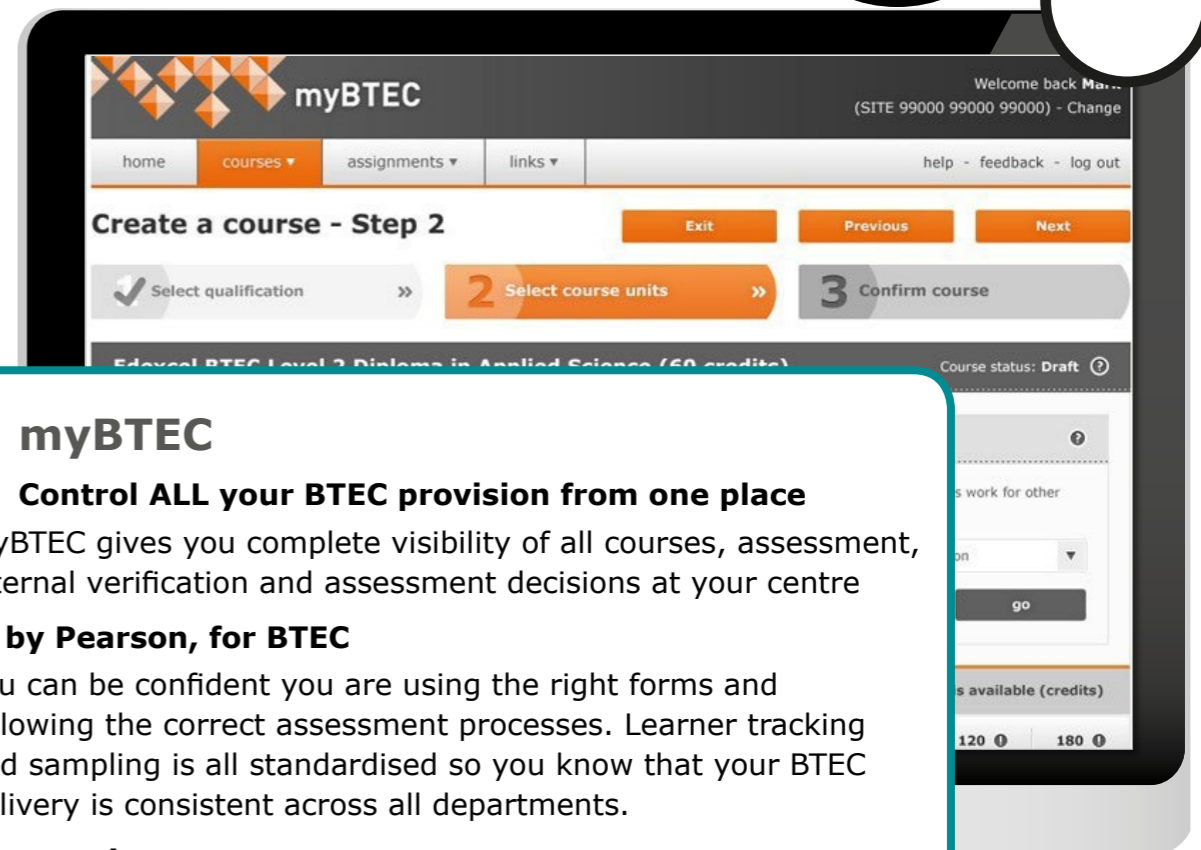
Specimen Papers and Mark Schemes

Get instant access to our easy-to-use library of example exam papers and mark schemes.



Delivery Guides

Templates and tools



myBTEC

Control ALL your BTEC provision from one place

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Built by Pearson, for BTEC

- You can be confident you are using the right forms and following the correct assessment processes. Learner tracking and sampling is all standardised so you know that your BTEC delivery is consistent across all departments.

Saves you time

- Enter your information once; download whenever you need it.

Develop



Professional development



Training Courses

Get expert guidance on delivery from our experienced trainers. We have a range of events to help you in every aspect of planning, teaching and assessing your BTEC. To make our events as accessible as possible, we offer face-to-face, online and centre-based training options.

Key



Printed Resource



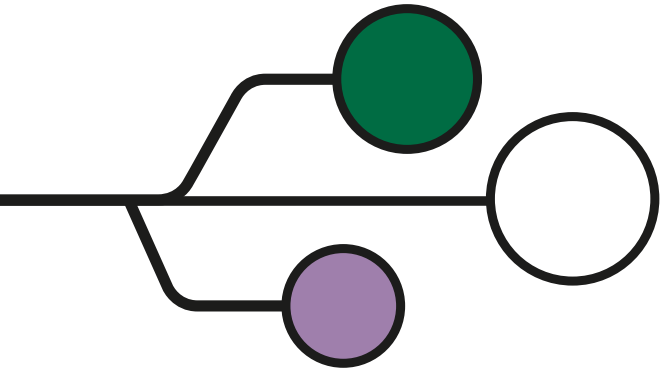
Editable Template



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Personal Support



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