



BTEC Tech Award Creative Media



How is the course assessed in 2022?

Component 1 Exploring media products (internally assessed and externally verified) 30% of overall grade

Learning Aim A Investigate media products

Learning Aim B Explore how media products are created to provide meaning and engage with audiences.

Learning Aim B2 Media production techniques

Component 2 Developing Digital Media production skills (internally assessed and external verified) 30% of overall grade

Learning Aim A Develop media production skills and techniques

Learning Aim B Apply media production skills and techniques

Learning Aim C Review own progress and development of skills and practices.

Component 3 Create a Media Product in Response to a Brief (Controlled Assessment – externally assessed) 40% of overall grade

AO1 Understand how to develop ideas in response to a brief

AO2 Develop planning materials in response to a brief

AO3 Apply media production skills and techniques to the creation of a media product

AO4 Create and refine a media product to meet the requirements of a brief

What resources are available to me?

We have three full mac suite classrooms with the latest mac computers. All resources are provided for students through booklets, PowerPoints and audio-visual resources. We encourage students to come in at lunch time to work on their media work and explore their creativity through Adobe Photoshop and InDesign. We also have a studio where students can carry out photoshoots for their projects.

What is expected of me?

We expect you to work hard in lessons and complete all homework in the allocated time. You will need to be willing to complete photoshoots outside of lessons and to creatively work on media products. We expect you to do your best and explore the world of media to the best of your ability.