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## SPRINGBOARD



### BTEC Extended Certificate in Creative Digital Media Production

#### OUR COURSE DETAILS

The intention of the teachers on the BTEC Creative Digital Media course is to offer students the ability to understand and work within the creative sector. This is done through developing practical skills alongside acquiring the knowledge necessary to evaluate and analyse media texts. Students not wishing to progress to a career in media, take part in a course that is focused on developing creativity and is about working with other people, solving problems and managing their time effectively, leading to students who are ready for the demands and challenges of any working environment or higher education.



#### EMPLOYABILITY

There is a huge variety of jobs available in the media which require a wide range of skills - think about your strengths and the sorts of things you enjoy doing. You could work in film and television production, editing, advertising, marketing, P.R., Games Design, social media, scriptwriting, journalism, web design, radio broadcasting, news reporting.....research these careers and many more. Start here:

<https://www.prospects.ac.uk/careers-advice/what-can-i-do-with-my-degree>

#### LINKS TO THE SPECIFICATIONS

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

Select from drop down menu 'extended certificate'.



#### PREPARING FOR STUDY

Although everything is rather strange at the moment, it's a fascinating time to study the media. Think about where you're getting news and information from, are other, older, members of your family using different sources? Why? Consider the way advertising has changed, lots of companies are no longer advertising their products but are focusing on what they are doing to support the NHS, their staff and the country. How are broadcast forms such as television and radio reacting to not being able to make new programmes and the lack of sport? Have sales of video games really increased massively? Very few films are being released currently; how will this affect the industry? Will we ever go back to the cinema or will we just carry on downloading films? Have you been making and sharing media content?

As you watch, listen, read, play and make – think!

In preparation, watch and study a variety of media including: films, TV shows, news programming, music videos, short film extracts, animation, digital games, print adverts and posters etc.

A useful revision source: <https://www.bbc.co.uk/bitesize/subjects/ztnyqk7>

## UNIVERSITY COURSES

There are many excellent University courses available within the subject area. It will depend on whether you are deciding to follow a practical or theoretical route further into the subject. You should always look at the percentage of practical work or an overview of general content before applying.

## PEOPLE TO RESEARCH

- Stuart Hall – Representation & audience.
- Laura Mulvey – Audience positioning and the male gaze.
- Richard Dyer – Stereotypes.
- Vladimiar Propp – *Characters & narrative*



## OUR TOP READS

There are two revision sources available to order directly from BTEC. These cover all aspects of the course. They can be purchased on the published resources section of the course page here:

<https://qualifications.pearson.com/en/qualifications/btec-nationals/creative-digital-media-production-2016.resources.html?filterQuery=category:Pearson-UK:Publisher%2FPearson>

The 'revision **guide**' would be the best to purchase in the first instance.

## USEFUL ONLINE LINKS

<https://www.youtube.com/channel/UCQi4wnqoDZ7sphF8tjwe1jg> - Our course YouTube channel to see some of our current and previous student work.

[https://www.youtube.com/channel/UCzQ1L-wzA\\_1qmLf49ey9iTQ](https://www.youtube.com/channel/UCzQ1L-wzA_1qmLf49ey9iTQ) DSLR guide - film making tips.

<https://www.youtube.com/watch?v=e5EoMcoUI2Q> – Stages of production.

<https://www.storyboardthat.com/> - Storyboard creator.

Use the video/photo function on your phone to test out some of the tutorials (observing social distancing rules).

There are several video making apps depending on your phone brand and operating system if you want to attempt basic editing.

## FILMS

Watch the 'making of' or any other DVD extras on a variety of films. It often shows you behind the scenes and behind the camera point of view!

Programmes like Blue Planet also end every episode with a 'making of' section, again, very useful to show you how much planning goes into a shoot.

Try to watch 2 films from a variety of genre such as; Horror, action/adventure, RomCom, Sci Fi, thriller, crime/gangster. Think about how you know it comes from that genre from what you can see, hear and the way the narrative is structured (how does it start, progress and end)

Try to watch a variety of TV programmes including fictional and factual programming. Again, what are the clues as to what TV genre they belong to? How have they been put together (shot, edited, content?). A great TV series that combines lots of techniques from factual and fictional programming is the mockumentary 'This Country' on BBC iplayer. Or 'What We Do in the Shadows' online.