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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.



PREPARING FOR STUDY

Everything is still rather strange at the moment but it's a fascinating time to study the media and to make it.

Think about where you're getting news and information from, do other, older, members of your family use different sources? Why?

Consider the way advertising has changed over the last year: lots of companies no longer simply advertise their products but also focus on what they are doing to support the NHS, their staff and the country.

How have broadcast forms such as television and radio reacted to not being able to make the usual number of new programmes?

Few films are being released at the moment; how will this affect the industry? Will we all eventually 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.



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:

www.prospects.ac.uk



LINKS TO THE SPECIFICATIONS

qualifications.pearson.com

Select from drop down menu 'extended certificate'.

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. 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.
- Vladimir Propp – Characters & narrative

OUR TOP READS

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

[qualifications.pearson.com](https://www.pearson.com/qualifications)

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

USEFUL ONLINE LINKS

www.youtube.com

Our course YouTube channel to see some of our current and previous student work.

www.youtube.com — [Link 2](#)

DSLR guide - film making tips.

www.youtube.com— [Link 3](#)

Stages of production.

[storyboardthat](https://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. They show you what happens behind the scenes and how many people are often involved.

Programmes like Blue Planet 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 genres 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)

Watch a variety of TV programmes both fictional and factual. How can you tell what genre they are? 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.