

Y12 BTEC National Diploma in Media Production
NQF: Level 3- 1080 GLH Exam Board: Edexcel

Year 1: (Each year: 9 Units, 4 weeks per unit, each unit 60 GLH)

Units will be run simultaneously and running order and deadlines will be published when staffing has been finalised.

UNIT TITLE	Assessment
<p>Unit 1: Research Techniques for the Media Industries</p> <p>In this unit learners will develop research skills relevant to media production and will also learn how to use market research intelligence. Learners must also be able to present their findings in both written and oral forms. In presenting the results of their findings, they will learn how to cite and reference their sources.</p>	
<p>Unit 2: Pre-Production Techniques for the Media Industries</p> <p>This unit will develop learners' understanding of pre-production, covering the resource requirements for production and post-production, how to locate them and how to organise their deployment. An exploration of health, safety and legal issues will enable learners to conduct production risk assessments and develop an awareness of the rights and responsibilities of programme makers.</p> <p>Learners will be able to undertake pre-production work in many different situations as they progress through the production units in this qualification.</p>	
<p>Unit 4: Working to a Brief in the Media Industries</p> <p>This unit aims to take the learner through the whole process, from initial negotiations to final self-evaluation on completion of the work. The unit can be contextualised in any media sector. It provides the opportunity for work placements, work experience, externally set live briefs and competition briefs to be included in the programme.</p>	

Unit 6: Understanding the Media Industries

In this unit learners will develop an understanding of the professional practices essential to working in any of the media industries. Learners will understand that media industries are diverse and made up of many different organisational structures which operate at a local, national and global level. Learners will gain an essential understanding of employment opportunities and job roles in the industry and they will think about how they can become skilled and multi-skilled through training and professional development. They will also develop some knowledge of financial issues and ownership trends.

Unit 19: Computer Game Platforms and Technologies

The games industry is constantly evolving, both creatively and technologically, and it is important that learners keep up to date with the latest developments. This unit encourages not only the study of hardware and software technologies, but also the combination of these components into playable systems for use by single players and interactively among teams.

Unit 21: Single Camera Techniques

This unit aims to give learners an opportunity to use production skills, already gained from previous units, and develop them further to produce a production using single camera techniques.

The unit gives learners the opportunity to explore existing single camera productions. This will help them to think about, plan and produce their own productions. As part of this exploration learners will investigate the use of camera scripts and storyboards as tools of storytelling. These will form part of the pre-production work for their own productions.

Unit 29: Advertisement Production for Television

This unit starts by considering how advertisements are structured, how they try to work and how persuasive messages can be constructed.

Understanding these things will create a firm basis on which to plan the production of advertisements for television as well as enabling learners to become more discerning consumers.

Learners will develop practical production skills and learn how to plan, produce and monitor production through to a completed advert for television. The unit therefore offers an opportunity for learners to engage in activities which are integral to other forms of media production and hence gain skills and knowledge which are highly transferable.

Unit 57: Web Authoring

This unit provides knowledge, skills, understanding and practical experience for learners in authoring for the worldwide web. It will provide learners with core knowledge and skills appropriate to a wide range of jobs classified under the broad title of web authoring including web page design, website publishing, testing and planning, and search engine optimisation.

Unit 72: Computer Game Story Development

This unit aims to provide learners with an appreciation of the underlying principles of storytelling and how it can enhance a player's immersion in the game world. A study of game storytelling and character development is important to help learners acquire the skills needed to create dramatic tension and intricate storylines, which in turn generate more compelling and dramatic play experiences. Learners will develop a sound understanding of game story writing strategies before applying them to their own interactive narratives.

Learners will develop an understanding of how to use elements such as narration, monologue and dialogue to serve the purposes of their game story and will apply their observations of human attitudes and emotions to the development of convincing characters for their game concept.

Year 2:

Unit 3: Production Management Project

This unit gives learners the opportunity to enhance their skills through the planning and management of a media production. Learners will apply the skills, knowledge and understanding which they have developed in other units to the management of a media production either by undertaking and managing an individual assignment or through taking a major role in a production team which is broken down into several smaller teams, possibly encompassing several different media.

Unit 5: Critical Approaches to Media Products

The unit enables learners to consider the dynamic relationship between media producers and the audience. Learners will explore the way producers think about and target specific audiences, looking at both how producers create products for audiences and how audiences use and respond to those products.

Learners will then look at how meaning is carried by media products by considering how we 'make sense' of them, bearing in mind that there are many ways to approach a media product and many ways to 'read' it. Learners will have the opportunity to think about their own responses to a range of media products using appropriate analytical techniques.

Unit 17: Producing Print-Based Media

This unit aims to develop learners' understanding of the print production techniques and technology used in the print-based media industries. Learners will be expected to research and recognise the differences in application and 'fitness for purpose' of a range of processes both in terms of aesthetic sensitivity and logistical analysis such as meeting deadlines and budgetary restraints. Learners will be introduced to ways of developing ideas for print products. The unit will involve practical work giving learners the opportunity to develop skills in designing and preparing material for print production. Learners will use conventional print technology and also have the opportunity to experiment with digital techniques.

Unit 24: Television and Video Studies

This unit aims to develop learner's awareness of the structure of the television and video industry, both commercial and public, the key debates that have shaped and continue to shape the industry, and how their audiences use and respond to them.

Learners will explore how ownership and regulation affect output and access to television products, including the impact of new technologies on production, distribution and consumption.

Key issues and debates covered will include the maintenance of standards, the relationship between the public service and free market, and the question about possible effects and influences on audiences.

An analytical exploration of television and video products will enable learners to understand better how producers and broadcasters target their audiences and to make links between institution, text and audience.

Unit 28: Music Video Production

Music videos provide the ideal opportunity for experimenting with visual moving imagery allowing learners to use their creative imagination to the full and to apply technical skills which have been developed in other units.

The study of established styles and conventions of the music video is a starting point as learners need to understand what has already been done in order to develop their own ideas. They can then experiment with techniques to create music videos which might reflect their own musical interests.

They will also be able to enhance and further develop the transferable skills of video production, in particular the postproduction techniques of editing and effects application with the potential for advanced techniques such as mixing digital or stop-frame animation with live footage and chroma key effects.

Unit 30: Social Action and Community Media Production

Through following this unit, learners will develop an understanding of the relationship between the purpose of a work and its techniques, conditions of production and its intended distribution and exhibition, not only in relation to work aimed at a specific community but also in relation to the media in general. They will take into account issues of access, funding and representation. They will then implement this understanding through the production of a piece of work with a genuine social action or community purpose, based on research. Finally, they will evaluate the effectiveness of the finished product.

This unit requires not only technical skills, but also a degree of maturity in dealing with members of the public and potentially sensitive or controversial issues. Consequently, it may be more appropriate as a second year unit.

Unit 37: Soundtrack Production for Television and Film

This unit recognises the range of practices, techniques and levels of specialisation within moving image production and specifically addresses the skills required for individuals operating in a digital video production context where crew members are required to be multi-skilled. This is distinct from a more specialist approach to be found within productions with higher crewing levels.

The unit is designed to develop the skills needed for the production of soundtracks for video or film projects. It addresses a range of recording and post-production skills at a level appropriate for learners involved in such production. However, it can also provide a broad base for learners following a more specialist audio pathway.

Unit 43: Music-Based Programming

This unit will enable learners to develop skills in music-based programming for two different but closely related contexts in the radio and sound recording industries: radio broadcasting and in-store audio. They will develop music sequences for a range of different audiences or clients, exploring how speech and feature material can be incorporated into these sequences. Learners will develop an understanding of this type of programming in order to inform their production work and will also develop their ability to explain how the production choices made are suitable for the intended audiences.

Unit 51: Marketing and Public Relations

This unit gives learners an opportunity to examine the functions and practices of marketing and public relations and to gain an understanding of the main methods and techniques that are used. They will then be able to apply this knowledge and understanding to specific situations where they will need to first analyse the particular marketing problems and challenges that exist before proposing strategies and solutions to the identified problems.

All units need to be completed by May 2010, in order to have enough time to review any issues.