

Subject:	Business Studies Intent:
BTEC Creative Digital Media Production	The Media department aims to provide students with the skills and knowledge required to analyse and interpret digital media productions, as well as the knowledge required to make a professional, independent short film. We aim to ensure that our students have an excellent grounding in understanding the film and media industry and are fully prepared to continue their studies at a higher level. Media students at Yateley School will be enthusiastic, motivated, independent learners, with a keen interest in watching and engaging in all types of film and media productions.

The Big Questions...

Year 12	Year 13
<ul style="list-style-type: none"> - How are representations made by the media? - How do audiences respond to what they see in the media? - What are the positive and negative effects of the media? 	<ul style="list-style-type: none"> - How do I use a DSLR camera as a filmmaking tool - What are the processes involved in making a film? - How do I prepare, pitch and develop a media commission?

What skills will I develop?

In a world saturated by media images, the first year of the BTEC Creative Digital Media Production course introduces you to how media representations are created and interpreted, in addition to how they should be analysed. The second year of the course focuses on developing an idea from page to screen – as part of a small team you will create and make your own independent short film. Over the course of the two years you will gain the following skills:

- Valuable, transferable skills such as critical thinking and analysing texts, teamwork, creative problem solving, and detailed written and verbal communication

What great resources can I use?

- Davinci Resolve – Amazing free editing software
<https://www.blackmagicdesign.com/uk/products/davinciresolve/>
- The Media Insider – Excellent revision/recap videos
https://www.youtube.com/channel/UCGXfqzVEZr0XaZLWG3_HniA
- BBC iPlayer: <https://www.bbc.co.uk/iplayer>
- More4: <https://www.channel4.com/programmes/catchup/m4>
- ITV Hub: <https://www.itv.com/hub/shows>

How will I be assessed?

BTEC Creative Digital Media Production work is assessed at the end of each Unit. There are four units in total; two of these units are assessed by external examinations, the other two units are coursework based and are assessed internally by internal verifiers before being submitted to the exam board for external verification. Teacher feedback is given both verbally and on assessed work so that students can improve their work before moving on to the next section of the course.

Three ways that parents/carers can help...

1. By engaging in conversations with your child when viewing media texts. When discussing what media text they are engaging with always be keen to ask how the representations have been made and whether the representation is a positive or negative one – ask your child to explain their answer.
2. In the first year of the course, by helping your child revise by testing them with flash cards.
3. By encouraging your child to watch old and new films and television shows in their spare time

- BFI online player: <https://player.bfi.org.uk/>