



# Sturminster Newton High School Sixth Form

## BTEC Creative Digital Media

### Independent Study Guide

**Board:** Edexcel

**Type:** L3 BTEC

**School:** Sturminster Newton High School

**Contact:** Mr P Dodman



You may have chosen BTEC Media because you studied it whilst at main school, because it sounds interesting or because you wish to pursue it as a career. Either way you are choosing to study a subject which is at the heart of one of the largest and fastest growing industries in the whole of the UK.

From TV and film work to video games design or graphic design. The creative industries counts for almost 10% of the UK workforce, accounting for over 3.2m jobs and that employment figure is growing at twice the rate of the rest of the UK jobs market.

Studying BTEC Media will provide you with a qualification that will provide you with the knowledge, experience and expertise to apply for university courses or apprenticeships and help you start your career path in this exciting industry.

The BIG attraction may well be the practicality of the course. There are four units in total, only one of which is an (online) exam.

# **THE EXPECTATIONS**

Out of all the subjects you can pick to study, Media is the subject that changes the most. It is a forward looking subject that requires you, and your teachers, to be constantly up to date with the changing media landscape.

It is a subject that requires writing in context. To be successful you will need to show:

- 1. Awareness of a wide range of media products across a variety of different media sectors*
- 2. An ability to conduct independent research*
- 3. An understanding that ALL media is designed for a purpose and that it is your job as a media student to identify that purpose and analyse how it achieves it*

## **LEVEL 3 EXTENDED CERTIFICATE - CREATIVE DIGITAL MEDIA PRODUCTION**

The course is divided up into four units, two external (one exam) units and two coursework units:

**UNIT 1 – MEDIA REPRESENTATIONS (Exam Unit)**

**UNIT 4 – PRE PRODUCTION PORTFOLIO (Coursework Unit)**

- Started in Year 12
- Completed in Year 13

**UNIT 8 – RESPONDING TO A COMMISSION (Controlled Unit)**

**UNIT 10 – FILM PRODUCTION – FICTION (Coursework Unit)**

- Started in Year 12
- Completed in Year 13
- **The full specification can be found here:**  
[https://qualifications.pearson.com/content/dam/pdf/BTEC-Nationals/creative-digital-media-production/2016/specification-and-sample-assessments/9781446937822\\_BTEC\\_NAT\\_ExtCert\\_CDMP\\_SPEC\\_Iss2C.pdf](https://qualifications.pearson.com/content/dam/pdf/BTEC-Nationals/creative-digital-media-production/2016/specification-and-sample-assessments/9781446937822_BTEC_NAT_ExtCert_CDMP_SPEC_Iss2C.pdf)

# READING/VIEWING LIST

Studying Media requires you to have a comprehensive grasp of the wide variety of different media products that are available for you to watch, read and play. Your essential reading/viewing list is designed to support you in this aim. Whilst it has suggested texts that you could watch **you do not necessarily need to watch all those specific products as long as you are watching/reading products of a similar nature/genre or researching those products so you have an awareness of them.**

TV	FILM	PUBLISHING	VIDEO GAMES
News Broadcasts e.g. BBC News	Horror e.g. A Quiet Place or Birdbox	Tabloid Newspapers e.g. The Sun or The Mirror	Retro Video Games e.g. Pacman, Donkey Kong or Super Mario Bros
Documentaries e.g. Planet Earth, Louis Theroux or Stacey Dooley	Superhero e.g. Black Panther or Batman	Broadsheet Newspapers e.g. The Guardian or The Telegraph	Open World RPG games e.g. Fallout, Skyrim or Mass Effect
Soaps e.g. Hollyoaks, Eastenders or Coronation Street	Sci-Fi e.g. Interstellar or The Martian	Female Fashion Magazines e.g. Vogue or Cosmopolitan	Sports Games e.g. FIFA or NBA 2K20
Sitcoms e.g. Friends, Brooklyn 99 or Outnumbered	Thriller e.g. Get Out or Gone Girl	Male Fashion Magazines e.g. GQ or Esquire	MMORPGs e.g. World of Warcraft
Crime Drama e.g. Luther or Sherlock	Social Drama e.g. This is England or I am Daniel Blake	Sport Magazines e.g. Men's Health or 442	Mobile Phone Games e.g. Clash of Clans or Candy Crush
Costume Drama e.g. Downtown Abbey or The Crown	Documentary e.g. Bowling for Columbine or Blackfish	Film Magazines e.g. Total Film or Empire	Battle Royale Games e.g. Fortnite or PUBG
Sci-Fi e.g. Dr Who or Black Mirror	Action e.g. Fast and the Furious or Die Hard	Music Magazines e.g. Q or NME	Narrative Games e.g. The Walking Dead or Life is Strange
Horror e.g. Stranger Things or The Walking Dead	Costume Drama e.g. Little Women or The King		Crime/Action Games e.g. Tomb Raider or GTA

# HOW TO ANSWER BTEC MEDIA QUESTIONS

These questions were from an actual BTEC Media exam.  
Read them and look at how they were answered.



This style of writing is something that you should be very familiar with from your English lessons.

QUESTION: Explain one way that colour has been used in the image to create meaning for the audience

ANSWER: The colour in image one is a big give away to what a lot of the film will include. Red, a very main colour seen in the cover this connoting blood, which there is a lot of. It is something that the audience would expect to see from a zombie movie as it is a horror. Another way that colour is shown is the white background seen behind the characters in the middle of the cover. This showing the pure presence as the colour white connotes safety and innocence. It also indicates that these three characters are main characters. The way that surrounding this white there is a lot of darkness connotes mystery and evil this being the zombies that are trying to turn the three pure characters into zombies this is why the darkness is surrounding the white.

- Make a POINT
- Provide EVIDENCE (in this case explaining where it is on the image)
- EXPLAIN your answer in more detail using key words.

For example:

- **QUESTION:** Explain one way that images are used in the image to create meaning for the audience.
- **ANSWER:** The way that images are used is to indicate what type of a film the audience will be watching. This can give an audience member an insight into if they would enjoy the film or not. The way that the centre of the image shows the 3 main characters gives the audience a clue into who they will be watching for the majority of the film. It gives these characters importance compared to the rest of the characters shown in the film cover. The characters surrounding the middle are the zombies this is indicated by the way their hands are reaching towards the centre and towards the main characters.

**Questions you may possibly be asked:**

<b>How characters, locations or topics are represented. This means identifying whether they are represented to the audience positively or negatively and analysing why.</b>	<b>Whether a media text presents us with stereotypes and why it might do that. The stereotypes could be about gender, class, ethnicity etc...</b>	<b>How other individual elements of media texts are used, these can include: camera shots and angles, editing, props, sound, music, costume etc...</b>	<b>The effect that a media product might have on an audience and how the audience might interpret that media text.</b>
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# KEY MEDIA TERMS

See if you can find the **key term** for the following definitions:

KEY TERM	DEFINITION
	The recipients of a media text, or the people who are intended to read or watch or play or listen to it.
	Factual characteristics of a population sample, e.g. age, gender, race, nationality, income, disability, education.
	A way of categorising a media text according to its form, style and content.
	This is a complex concept - in its basic form it is a set of ideas or beliefs which are held to be acceptable by the creators of a media text.
	The way in which a story, or sequence of events, is put together within a text.
	The way in which the media "re-presents" the world around us in the form of signs and codes for audiences to read.
	Representations of people that rely on preconceived ideas about the group that person is perceived as belonging to.
	This shot type is often used to draw close attention to a particular subject in a frame
	The process by which footage for moving image media texts is put together in sequence.
	This is the term for the overall composition of a scene and includes things such as lighting, costume, props, acting etc.
	Smaller newspapers aimed at a large audience.
	Large format newspapers that report news in depth, often with a serious tone and higher level language.
	The collective term when considering elements of print media relating to the style of the text such as the font, colour, serif, sans serif etc.
	The specific type of person that the producers of a media text are aiming their product at.
	Meaning created by associations – deeper levels of meaning e.g. red = danger, passion, love.