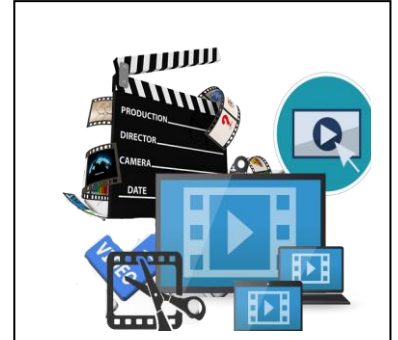




# Sturminster Newton High School Sixth Form

## BTEC Creative Digital Media Transition Project

**Board:** Edexcel  
**Type:** L3 BTEC  
**School:** Sturminster Newton High School  
**Contact:** Mr P Dodman



From the moment you woke up this morning and looked on your phone for the first time you have been consuming MEDIA.

Your friend sent you a link on SnapChat? That's MEDIA

Quick game of FIFA before you leave the house? MEDIA

Binging that series on Netflix? You guessed it. MEDIA!

**Work through the following **three tasks** and have them ready for discussion on 5<sup>th</sup> September:**

### **TASK ONE: MEDIA CONSUMPTION DIARY**

Keep a **diary** of all the media you consume (watch, hear, read or play) over the course of a day. Be as detailed as you can and also try and consider the specific reason **WHY** you decided to use that piece of media and also whether you did it alone or with someone else.

For example:

TIME	WHAT MEDIA?	WHO WITH?	WHY?
7:30am	<i>YouTube video of goals from last night's game.</i>	<i>Alone</i>	<i>So I could see the results and scorers to be able to talk about them with friends.</i>
7:45am	<i>Listened to music on Alexa</i>	<i>Alone</i>	<i>To listen to whilst getting ready in the morning.</i>

## TASK TWO: MEDIA PRODUCT RESEARCH

The media we will spend the majority of our time studying belongs to one of four different sectors:

- Publishing
- Film
- TV
- Video Game

For each of following four products, research and find the following information:

<b>GQ Magazine</b>	<b>Top Gun - Maverick</b>	<b>Stranger Things episode</b>	<b>GTA or another game of choice</b>
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Which company produced it?	Who is the person in charge of creative decisions? (producer/director/editor)	How much did it cost to make?	How much money did it make?
Where it was made?	Three job roles involved in creating it.	How was it advertised?	Who is it aimed at?
How frequently is it made?	Which regulatory body oversees the legal aspects of this product?	What is the purpose of this product?	Three other facts about the product.

## TASK THREE: COURSE OVERVIEW

The course you will study 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)**

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

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

Have a look at the units in the full specification:

[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)