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Course outline

Are you interested in a career in the media industry, journalism, web design or digital content production? If so, this new, varied and creative course is for you! Run as a shared enterprise between the Media and Computing departments, this BTEC balances the creativity and design of Media Studies with the technological construction, coding and interactivity of Computer Science.

You will learn how to design and build a range of digital media products for the 21st century and develop skills that will make you a fantastic candidate for employment or higher education in the field of content production.



Creative digital media production

This qualification was developed in consultation with employers to ensure that it is closely linked to the skills you will need to work in the media industry. The content also prepares you for higher education by developing the skills and knowledge students need to succeed in a media or computing related degree course.

There are two compulsory units, which cover the following areas of digital content production:

- Digital media skills. – (External Assessment)
- Digital magazine production

In addition to the compulsory content, you will complete three other coursework units. These other units will introduce you to specialist areas of the industry and will link with different jobs within the media sector. The other units cover areas such as:

- Website Design and Development
- 2D digital graphics
- Digital photography
- Image manipulation using Photoshop
- Graphics and layout.

How the course is assessed

Unit	Type
Unit 3: Digital Media Skills External Assessment 33% of final grade	• A single task set and marked by Pearson and completed under supervised conditions. • Learners will be provided with a brief for an 8-week preparatory period • The supervised assessment period is 20 hours. • Practical submission. • 60 marks.
Practical Units – 4 in total Internal Assessment 66% of final grade	• 60 hours per unit to produce a portfolio of work • Unit 14 - Digital Magazine Production • 3 other practical units

Link to syllabus

The exam board used is Pearson. The full syllabus can be found here:

<https://qualifications.pearson.com/en/qualifications/btec-nationals/creative-digital-media-production-2016.html>

It will be important for you to be familiar with the content of the course throughout the year.

How the course is delivered

As with all sixth form subjects, you will have 9 teaching sessions per fortnight. Lesson content will be based upon the learning that you have acquired through completion of your weekly homework and independent learning. It is unlikely that you will be able to participate in the lesson if you have not completed your homeworks.

Lessons

We expect you to attend all teaching sessions and arrive with the equipment and attitude to allow you to work to the best of your ability.

Reading

You will be provided with digital access to the course book required on the first day of the course.

Homework

Homework will be set weekly; this will often involve written exam questions. Your work will be marked and returned by your teachers, with comments to help you improve as needed to reach your target grade.

Support

The Computing department runs a catch-up session every lunchtime in IT1. This is an ideal opportunity to catch up on missed work, work that you have not fully understood, or to complete your homework in a quiet environment, with a teacher on hand if you have questions. You can also drop in with questions or feedback about the course.

Departmental Expectations

- Students will attend all classes
- Students will meet deadlines for all homework and will do individual study of at least one hour for each hour of classes.
- Record accurate notes on topics covered in class
- All work will be organised systematically in files and/or exercise books.

Recording target grades & modules

We will discuss your target grades with you as soon as these are available. We will explain how you can maximise your chances of reaching this grade and will mark your work to show you what grade you are working at.

Both you and your teachers will keep a record of your target grades and the marks you have achieved during the course, so we can discuss your progress with you. This will inform our discussions with you about your progress and how to maximise your performance.

Summer Task Overview

If you have any questions about the Summer Task then please email Mr Williams by Friday 13th July:

peter.williams@gryphon.dorset.sch.uk

Activity 1 – Copyright

All media producers need to be aware of the issue of copyright. When you are planning what to include in creative media products you might want to use some existing archive material, such as photographs or film footage, or some material from a sound or photographic library. You might also see something that can be sourced from the Internet, hear an existing music track that would go well with some of your filmed images or see a graphic that would look good on your website.

It is often very tempting simply to copy this existing material and insert it into your own production, and with digital technology this is becoming easier to do. However, it could get you into trouble with the person who created the original material and could even lead to a fine.

Copyright – an automatic right that protects a piece of written or recorded work from being copied or used by anyone else without the copyright owner's permission. Copyright owners can choose to grant permission or license others to use the work, usually for a fee, while retaining ownership over the rights themselves. Like other forms of intellectual property, copyright can be bought and sold.

Visit the Intellectual Property Office website at www.ipo.gov.uk and find the answers to the following questions:

1 Can you copyright an idea?

2 What sort of material does copyright protect?

3 Is there an official registration system for copyright?

4 What steps can you take to help prove that you own the copyright to a particular piece of work?

5 How long does copyright last for?

6 What do you need to do to use a piece of copyright material?

Activity 2 – Comparing vector and bitmap graphics

You may know that there are two main types of digital graphics images, namely: Vector and Bitmap.

Why are there two types and what are their main uses?

Do some research in order to discover the main features and usage of each type of digital image. For your research, give some thought to image quality, scaling and resolution independence.

You may find the following link helpful to your research:

- <https://ilkaperea.com/2020/08/17/bitmap-vector-images/>

Present the findings of your research in a table as shown below:

Question	Vector Graphics	Bitmap Graphics
Uses of the format		
File Format Features		
Scaling		
Resolution Independence		
Quality		

Activity 3 – Magazine Covers

Magazine covers make use of various codes and conventions to create an effective, informative and eye-catching advert for the magazine, these include:

- **masthead (title)**
- **subtext**
- **sell-lines/coverlines**
- **strapline, tagline or slogan**
- **price and bar code**
- **cover model or celebrity photo.**

Do some research into these different terms and write a description of each then match up the terms with the magazine cover below:



Remember to bring **all** of this work with you to your **first** lesson in September. We look forward to seeing you then!