BTEC Level One / Two Tech Award in Creative Media Production

Component 1:

Exploring Media Products

Name: ....

Form: ....   **Deadline:** Friday 29th January 2021

THE COURSE

Welcome to the BTEC Tech Award in Creative Media Production. You will find this a practical, work-related course where you will learn by completing projects and assignments based on realistic workplace situations, activities and demands.

We aim to help you to develop your creative and technical skills, as well as helping you to gain an understanding of the underlying theory of digital media production. In addition to learning about the employment area you have chosen, you will develop the skills needed to start a career in the media industry.

To do this, you will be required to produce a portfolio of practical productions supported by paperwork and theoretical research. To be successful in doing this, you will have to work both independently and within groups in a professional manner, showing yourself to be organised, resourceful, reliable, committed and being capable of meeting strict deadlines.

We hope that you will benefit from this challenging, yet rewarding course and that it will lead to you continuing your studies or eventually finding a job in the media industry.

YOUR RESPONSIBILITIES

- You are expected to treat all equipment and accommodation with care.
- You are NOT allowed to bring food, drink or chewing gum into work areas.
- You may NOT use mobile phones while you are working, unless otherwise instructed.
- NEVER allow other students or friends to use equipment that is booked out to you, and do not leave equipment unattended at any time. If it is damaged, lost or stolen, it is YOUR responsibility. You will need to sign an agreement of responsibility prior to using the department's equipment.

If you experience any problems with equipment, ask for help from your teacher. Do not try to repair the equipment yourself.

Please remember

It is your responsibility to back up your work onto a memory stick and / or Google Drive at the end of every lesson. You are responsible for saving your work to the hard drive of the computer and the safekeeping of your original material. Please remember to take your memory stick at the end of every session, and only use the memory stick to transport work. All work should be backed-up on computer hard drives. You must provide a folder for each unit and bring it to every session. You will also be introduced to a referencing system to allow you to produce comprehensive bibliographies of the materials you have used in your study.

How to contact your teacher…

Telephone: 020 8498 1300
Blog: https://zcmediastudies.wordpress.com
E-Mail: zchristodoulou.317@kkshs.me.uk
Twitter: @ZCMediaStudies
YouTube: ZCMediaStudies

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Component 1: Exploring Media Products

Introduction

The purpose of this unit is to develop an understanding of how media products create meaning(s) for their audiences. This will involve examining a range of existing media products and exploring various media production techniques.

As media technology continues to evolve and media techniques become more sophisticated, media products have become more advanced – from 3D films, interactive advertisements, e-magazines and mobile apps, to responsive web design.

However, the power of media products in being able to enthral, intrigue and affect audiences has not changed.

In this component, you will develop your understanding of how media products are created for specific audiences and purposes. You will explore the relationship between genre, narrative and representation in media products, and develop your understanding of how they are interpreted by audiences. You will extend your knowledge and understanding by deconstructing existing products in one of the three sectors: audio / moving image, publishing and interactive media. You will learn how media production techniques are used to create different effects to communicate meaning to audiences.

This component will give you an understanding of media practitioners' work, techniques and technology, which are used to contribute to the creation of media products. You will develop transferable skills, such as analysis and communication, which will help you to progress to further study or employment in this field.

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Learning Aims

In this unit, you will:
A – Investigate Media Products
B – Explore how media products are created to provide meaning and engage audiences

Learning Aims Content

A1: Media products, audiences and purpose

* Media products, to include:
  • Audio / moving image products (e.g. TV programmes, films, music videos, animations, TV and radio advertisements, radio broadcasts, podcasts).
  • Publishing products (e.g. newspapers, magazines, comics, brochures, advertisements).
  • Interactive media products (e.g. websites, mobile apps, e-magazines, mobile games, video games, online games, advertisements).

* Audience definition, to include:
  • Gender; age; socio-economic groupings; lifestyle profiles; primary target audience; secondary audience.

* Purpose, to include:
  • Information; entertainment; escapism.
  • Profit; community benefit; raising awareness.
  • Critical acclaim; inspiration; innovation; experimentation.

B1: Genre, narrative, representation and audience interpretation

* Genre:
  • Generic characteristics, how genres change over time (e.g. sub-genres, hybrids, subverting conventions), repetition and difference.
* Narrative:
  • Storytelling; narrative structures; point of view; characterisation; themes; setting; mode of address.

* Representation:
  • Audience positioning and perspective; audience identification; stereotyping; positive and negative representations.

* Audience interpretation:
  • Passive audiences; preferred readings; active audiences.

B2: Media Production Techniques

* Audio / moving image media products:
  - Camerawork; editing; mise-en-scène; sound.

* Publishing media products:
  - Layout and design; typography; photographic techniques; image editing techniques.

* Interactive media products:
  - Interactive features; user interface; usability / playability; mise-en-scène; sound design.

Assessment Criteria for
Component 1: Exploring Media Products

Level 1 Pass	Level 1 Merit	Level 2 Pass	Level 2 Merit	Level 2 Distinction
Learning Aim A: Investigate Media Products				
A.1P1 Identify media products, their purpose and audience, using limited examples from one or more sectors.	**A.1M1** Outline media products, their purpose and audience, using basic examples from one or more sectors.	**A.2P1** Describe media products, their purpose and audience, with reference to relevant examples across all three media sectors.	**A.2M1** Discuss the relationships between media products, their purpose and specific audiences, using appropriate examples across all three media sectors.	**A.2D1** Analyse the relationships between media products, their purpose and specific audiences, using considered examples across all three media sectors.

Level 1 Pass	Level 1 Merit	Level 2 Pass	Level 2 Merit	Level 2 Distinction
Learning Aim B: Explore how media products are created to provide meaning and engage audiences				
B.1P2 Identify how genre, narrative and representation are used to engage audiences, with reference to limited examples of media products.	**B.1M2** Outline how genre, narrative and representation are used to engage audiences, with reference to basic examples of media products.	**B.2P2** Describe how genre, narrative and representation are used to engage audiences, with reference to relevant examples of media products.	**B.2M2** Discuss the relationship between genre, narrative, representation and how production techniques are used to create meaning and engage audiences, with reference to appropriate examples of media products.	**B.2D2** Analyse the relationship between genre, narrative, representation and how production techniques are used to effectively create meaning and engage selected audiences, with reference to considered examples of media products.
B.1P3 Identify the production techniques used in the creation of media products, with reference to limited examples.	**B.1M3** Outline the production techniques used in the creation of media products, with reference to limited examples.	**B.2P3** Describe the production techniques used in the creation of media products, with reference to relevant examples.		

Level 1 Pass	Level 1 Merit	Level 2 Pass	Level 2 Merit	Level 2 Distinction
Overall Component Grade				
Learner evidence satisfies all Level 1 Pass criteria.	Learner evidence satisfies **either**: all Level 1 Merit criteria **or** all Level 1 Pass criteria **and** B.2P2, B.2P3.	Learner evidence satisfies all Level 2 Pass criteria.	Learner evidence satisfies **either**: all Level 2 Merit criteria **or** all Level 2 Pass criteria **and** B.2D2.	Learner evidence satisfies all Level 2 Distinction criteria.

THE BRIEF

A local independent film studio, Zero Entertainment, is looking to recruit a researcher for their company. The candidate would act as a market researcher, as well as an in-house critic for the company's potential film releases.

This role requires the desired candidate to be able to demonstrate their theoretical knowledge of a variety of media forms (film, magazine, video game) from different eras, as well as knowledge of prospective audiences and current industry / market trends.

You will need to produce a portfolio of work exhibiting your expertise in relation to the [above] given media forms.

TASKS

Your given media products:

Audio / moving image = *Final Destination* (2000)

Publishing = *Men's Health* (UK)

Interactive = *Assassin's Creed* (2008)
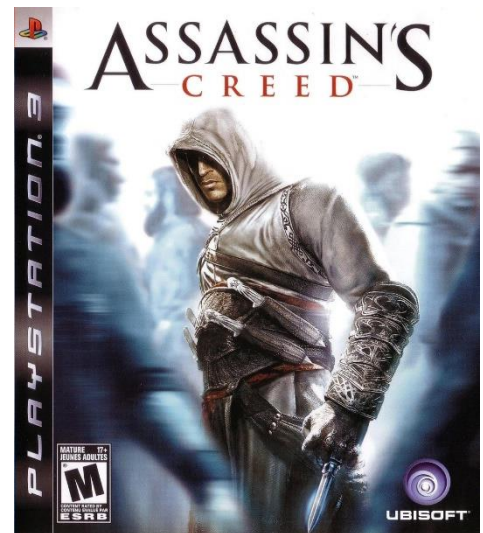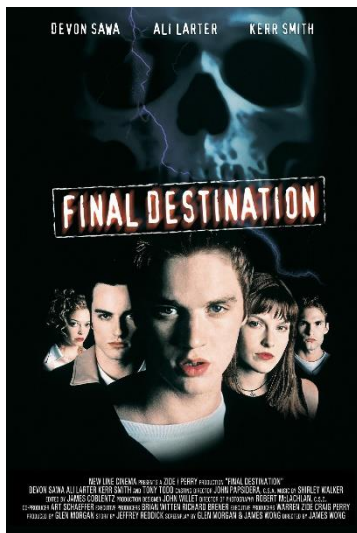
TASK ONE

(Comp. 1 = A.1P1, A.1M1, A.2P1, A.2M1, A.2D1)

Create a slideshow that discusses and analyses the target audience, as well as the purpose, of each given product.

Remember to include a bibliography of references regarding your used sources.

Things to consider:

 i. **Demographic profile** *of each audience.*
 ii. **Psychographic profile** *of each audience.*
iii. *Potential* **secondary** *audiences.*
 iv. *Why these products exist and the* **pleasures** *offered to the audiences.*

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TASK TWO

(Comp. 1 = B.1P2, B.1M2, B.2P2, B.2M2, B.2D2)

Create an illustrated report that explores how your given media products are created to provide meaning and to engage specific audiences.
Remember to create a separate bibliography that references your used sources.

Things to consider:
  i. **Genre**, *including techniques, of each text.*
  ii. **Narrative** *structure and techniques of each text.*
  iii. **Representation** *techniques and issues of each text.*
  iv. **Audience interpretations** *of each text.*

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TASK THREE

(Comp. 1 = B.1P3, B.1M3, B.2P3, B.2M2, B.2D2)

Create an illustrated report that analyses and evaluates how the four technical micro-elements are used in a film to create meaning and to engage audiences.
Remember to create a separate bibliography that references your used sources.

Things to consider:
Moving image / audio: *Camerawork; editing; mise-en-scene; sound.*
Publishing: *Layout and design; typography; photographic techniques; image editing techniques.*
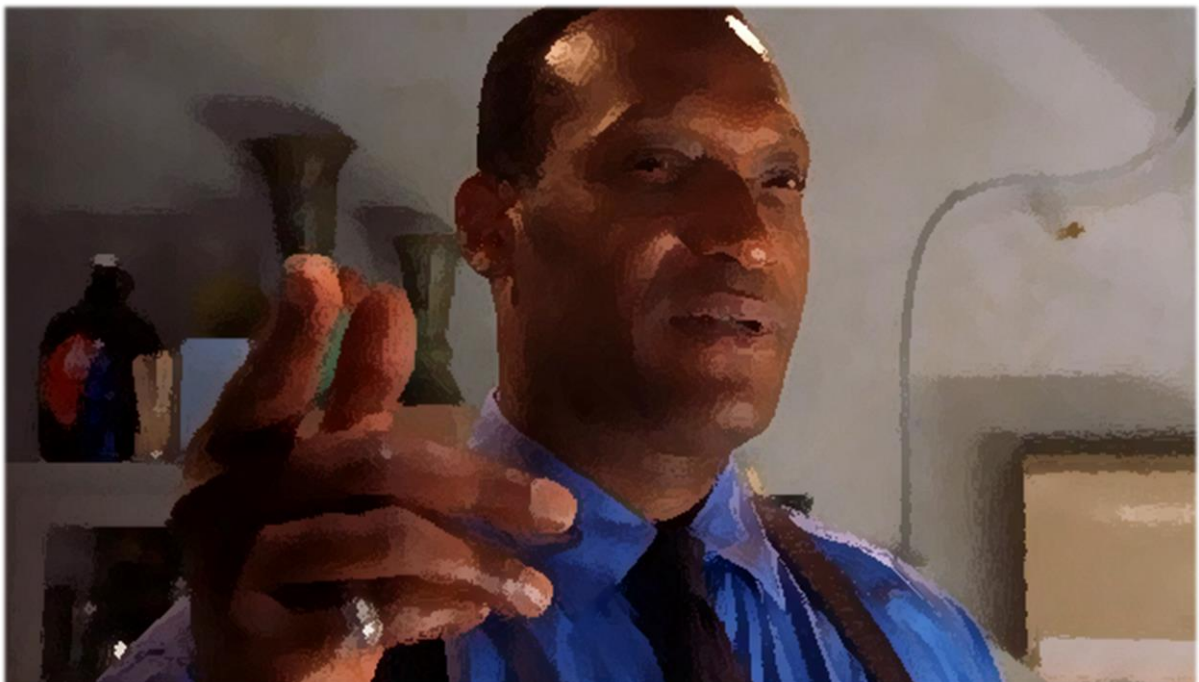**Interactive**: *Interactive features; user interface; usability / playability; mise-en-scene.*

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Task Deadlines

Task 1	**Friday 25th September 2020**
Task 2	**Friday 6th November 2020**
Task 3	**Friday 22nd January 2021**
Portfolio hand-in	**Friday 29th January 2021**

RECOMMENDED READING

Key:
Author (year), *Title* (edition), Publisher.
International Standard Book Number

Branston G and Stafford R (2010), *The Media Student's Book* (fifth edition), Routledge.
ISBN: 978-0-415-55842-6

Connell B (2010), *Exploring the Media: Text, Industry, Audience* (second edition), Auteur.
ISBN: 978-1-906733-47-6

Long P and Wall T (2009) *Media Studies: Texts, Production and Context*, Pearson Education.
ISBN: 978-1-4058-5847-2

McKay J (2013) *The Magazines Handbook* (third edition), Routledge.
ISBN: 978-0-415-61756-7

Turow J (2016), *Media Today* (sixth edition), Routledge.
ISBN: 978-1-138-92846-6
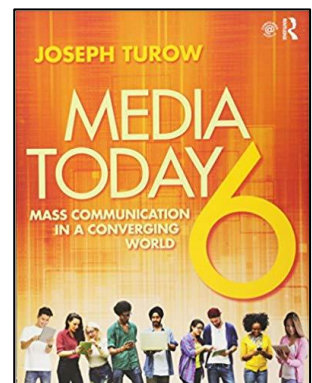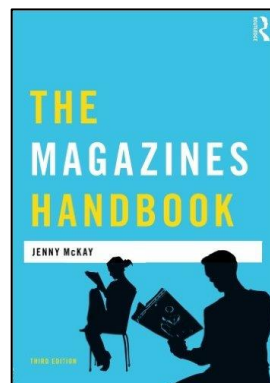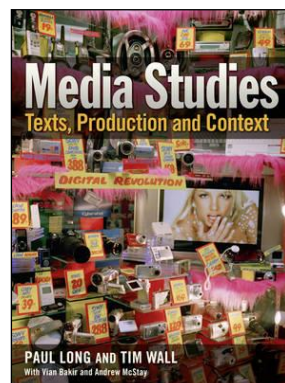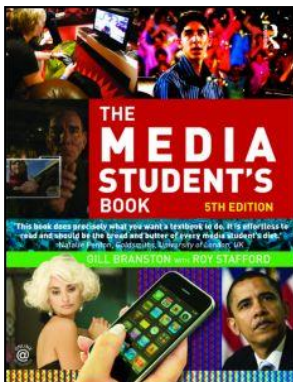
The Design Council UK – www.designcouncil.org.uk/about-design/Types-of-design
The Sector Skills Council for Creative Media – www.creativeskillset.org
Wikipedia entry for "Electronic Publishing" – en.wikipedia.org/wiki/Electronic_publishing
Issuu Publications – www.issuu.com

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