



DRAYTON MANOR HIGH SCHOOL

YEAR 10 & 11 COURSES

Subject Creative Digital Media Production

Course Level BTEC First Award

Examining Body Edexcel

What will I be studying?

- Students will explore a number of different areas of the media: the organisations that produce the media, the way these organisations are structured, the texts made by them and the ways in which audiences respond.
- They will also get the opportunity to work on projects to research, plan and create their own digital media products.
- Students will use various software to create their products such as Adobe Photoshop, Soundbooth and iMovie.

What skills will I develop?

- Ability to research/analyse all areas of the media
- Digital print production
- Digital video production
- Organisational skills
- Study skills
- Time management
- Team work
- Independent learning

How will the course be structured?

Year 10

- Unit 2: Planning and Pitching a Digital Media Product
- Unit 5: Digital Publishing Production

Year 11

- Unit 1: Digital Media Sectors and Audiences- EXAM
- Unit 6: Website production

How will I be assessed?

Exam: Digital Media Sectors and Audiences (25%)

Coursework:

- Research
- Pre-production/Planning
- Production
- Evaluation

Students build up a 'personal portfolio' of evidence which is moderated by Edexcel by an external examiner at the end of the course

If you have any further questions about taking this course, who should you speak to?
Head of Media Studies – Miss A Smith-Allen