

14-16 Technical qualifications Interactive media and Gaming

BTEC First in creative Digital Media- Award

Unit 1: Digital Media Sectors and Audiences

Unit 2: Planning and Pitching a Digital Media Product

Unit 6: Website Production

Unit 7: Digital Games Production

Unit 1: Digital Media Sectors and Audiences

Guided learning hours: **30**

Assessment type: **External**

Unit introduction

Film, television, podcasts, e-newspapers, websites, games – have you ever wondered who creates all the media that are readily available on your phone, computer, tablet, games console, TV and more? Written, visual and aural media are now more accessible than ever, and digital technology has transformed the way media products are produced and consumed. From uploading and downloading amateur videos on YouTube to creating huge cross-media campaigns, nearly every person and company uses digital media to access information, entertainment, marketing or social networks. Filmmakers, web designers, games developers and graphic designers are just a few of the skilled people necessary to produce the digital media we consume daily and for which there is a global audience.

In this externally assessed unit you will explore the different digital media sectors and the products they produce. You will understand the range of technological platforms used to distribute media, and how each sector has a common production process.

Underpinning every digital media production is an audience of some kind: gamers, surfers, viewers, readers or listeners. The audience plays an increasingly important role not only in consuming media products, but also in generating them and interacting with their content. You will understand how media producers consider how to interact and communicate with audiences and how information on the audience can be gathered and interpreted.

Your understanding of digital media sectors and audiences will therefore form the basis of all other units and will provide a solid foundation on which to proceed with your own ideas for a digital media production.

Learning aims

In this unit you will:

A understand digital media sectors, products and platforms

A.1 Media sectors

A.2 Media products and processes

A.3 Digital media platforms and devices

A.4 Multimedia technology and consumption

B understand audiences for digital media products

B.1 Types of audience

B.2 Audience and producer control

B.3 Understanding audiences through research

B.4 Audience profiling

C explore how audiences engage with digital media products.

C.1 Communication of meaning

Unit 2: Planning and Pitching a Digital Media Product

Guided learning hours: **30**

Assessment type: **Internal**

Unit introduction

Did you know that employers within the media sector frequently ask for 'excellent communication skills' when looking for a suitable employee? And have you ever thought how that great idea for a media product which, at the moment, is only in your head, could become a reality?

It is vital in all the media sectors that people are able to communicate effectively in order to complete work in teams. They will have to pass on ideas and information to others and interpret a brief correctly. This is very important when working with and presenting ideas and information to a client. It is not only verbal communication methods that are important, but written and visual methods of communication are used to express ideas with clarity and accuracy. Pitching an idea for a digital media product is a key part of the process of gaining approval for the product to go into production and communication techniques are central to an effective pitch.

Once pitched, planning is essential to develop a successful idea into a product. Every stage of the development of a media product has to be carefully planned and clearly documented to ensure that the production process runs smoothly. The planning portfolio is used by the producer to keep a disciplined approach to production, and also, on a collaborative production, by other crew members as a directory of roles and schedule. It is a central source of information about the project.

Being professional means ensuring that all portfolio documents use the style and conventions appropriate to the sector you are working in. This will ensure you are following industry practice and have a well-planned media product that can be put into production efficiently.

In this unit you will develop your verbal, written and visual communication skills to enable you to understand the needs of your client and to help you formulate, develop and pitch your own ideas for a media product.

You will then undertake pre-production planning for a digital media product in preparation for the next phase in the process: production.

Learners will be required to develop ideas and plan for the production of a digital media product from one sector. Teachers should consider which of the creative media sectors to focus on when planning delivery of the unit.

A: Understand how to develop ideas for a digital media product

- A.1 Digital media products
- A.2 Understanding the requirements of the brief
- A.3 Generating ideas
- A.4 Planning issues

B: Pitch ideas for a digital media product

- B.1 The purpose of a pitch
- B.2 Formats for pitching
- B.3 Communication techniques when pitching

C: Produce planning for a digital media product

- C.1 Digital Media Sectors
- C.2 Planning portfolio
- C.3 Planning portfolios by sector

Unit 6: Website Production

Guided learning hours: **30**

Assessment type: **Internal**

Unit introduction

Have you ever wanted to build your own website or wondered how websites work? The internet is one of the most important modern methods of communication and websites are the mode through which we access that cyberspace. Websites have a variety of uses and offer many different services. They often embed a range of digital media content including text, images, animation, music, video and other programmes.

For most organisations, whether media related or not, a website is an essential way of communicating with their audience, clients and customers. Websites can be used to create brand or corporate identity and to offer an interactive experience for the consumer. Entertainment, personal and social websites also use visual and aural communication to engage their users and to give them 'instant' access to information.

To be successful, websites should be suitable for their intended purpose and target audience. They should also be visually appealing but straightforward to read and use. The creative media industry, amongst other industries, needs website designers and developers with creative and technical skills. This unit will provide you with the opportunity to explore and develop these skills.

In this unit you will investigate the context in which websites exist as well as their purpose and uses. You will gain knowledge and the appropriate skills required for the design and development of websites, as well as an overview of the coding

behind web pages and how web design software can be used to control the page content.

You will learn to organise and manage the production of a website, plan and prepare content suitably and create hyperlinks between pages. You will also test your completed website on different platforms and browsers before learning about how a finished website is published on the internet.

Learning aims

In this unit you will:

A know the context and purposes of websites

- A.1 Websites in context
- A.2 Why do we use websites?

B know the technical requirements for website production

- B.1 What is a website and how does it work?
- B.2 Designing a website: technical and creative considerations

C produce and review a functioning website.

- C.1 Web authoring
- C.2 Preparing to build a website
- C.3: Build a website
- C.4 Test the function of the completed website

Unit 7: Digital Games Production

Guided learning hours: **30**

Assessment type: **Internal**

Unit introduction

Did you know that the digital games market in the UK now makes more money than films at the box office? Digital games have become, in a very short time, highly significant in mainstream media and likewise as a global industry. Recent advancements in technology have meant that high-quality digital games are available across a number of platforms from home consoles and PCs to mobile devices. There is also an industry push towards online features, multiplayer gaming, social network integration and many free games and demos as phone apps, web and console downloads.

With many of the UK's manufacturing industries moving overseas to maintain tight cost margins, the creative industries remain one of the few industries in which the country can compete on a global scale. Therefore it is vital that the UK invests in educating young people in the skills required to develop high quality worldwide selling products – of which games in the AAA market are king.

In this unit you will find out about the production process of making either a 2D or 3D game. An idea, without anyone to make it, has little value. The games industry is

about expert teams of people who can deliver an idea, so you will find out how you take that initial idea and turn it into a valuable product.

You will create pre-visuals to show what your game will look like as well as a detailed document that explains all aspects of your game and what the player actually does. You will then go on to create a portion of your game, creating the component assets to be placed in a games engine. Especially in this unit you will create either 2D or 3D graphics with animation and interaction to make it playable.

Learning aims

In this unit you will:

A know 2D and 3D digital games platforms and audiences

B develop the required assets for a digital game

C produce and review a digital game demo for a selected platform.