

14-16 TV, Film and Radio pathway

BTEC First in creative Digital Media- Certificate.

Unit 1: Digital Media Sectors and Audiences

Unit 2: Planning and Pitching a Digital Media Product

Unit 8: Media Industry in Context

Unit 3: Digital Moving Image Production

Unit 4: Digital Audio Production

Unit 9: Digital Editing for moving image

Unit 12: Digital Audio Editing

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 8: Media Industry in Context

Guided learning hours: **30**

Assessment type: **External**

Unit introduction

Do you know who owns YouTube or why Amazon bought Lovefilm? Media industries are vibrant and dynamic environments and this externally assessed unit will offer you an insight into today's broad and diverse media landscape. Each media industry contains very different types of company, from multinational media giants to small independent companies. Global, national, local and community media organisations can operate within the same industry, such as the TV, film, radio, publishing, interactive or games industries, but often produce very different products for very different reasons. For example, BBC Radio One sounds very different to your local independent radio station, which in turn sounds different to the output from a community radio station because they serve different purposes and interests.

The size, scope and ownership of individual companies changes regularly, which means that media industries are both complex and constantly evolving. You will investigate how the ownership of an organisation determines what they do, why they do it and how they pay for it.

Alongside the changes in the large-scale structuring of media industries, professional working practices are also constantly progressing. You will develop an understanding of the legal and ethical constraints within which media professionals operate, including those imposed by a client. Although media industries have their own codes of practice, you will also consider how the industry is responding to unlawful practices such as phone-hacking and websites that stream music, films and games over the internet.

You will also learn about employment in the media industry. This will include studying the advantages of different contracts of employment and how recruitment practices are changing across all of the media sectors.

Learning aims

A understand the organisation of media industries

- A.1 Types of organisation

- A.2 Funding
- A.3 Size and structure of media organisations
- A.4 Output

B understand professional working practices

- B.1 Legal and ethical considerations
- B.2 Professional codes of practice
- B.3 Collaborative working practices

C know about employment in the digital media sectors.

- C.1 Contracts, conditions and pay
- C.2 Methods of recruitment
- C.3 Methods of showcasing work

Unit 3: Digital Moving Image Production

Guided learning hours: **30**
Assessment type: **Internal**

Unit introduction

Have you ever thought about how films and videos are made? Have you considered just how many different types of films and videos there are, especially now that digital video appears on websites, on phones, in games, on office intranet sites, as well as in cinemas and on TV?

Digital moving image production covers a very wide range of film and video making from feature films, TV adverts, news slots, music videos, animations, promotional videos to educational shorts. In industry practice, the filmmaker can be one person and a camera or be the director of a cast and crew of hundreds. Different types of moving image production have different features and it is important to understand what makes each one slightly different from the next. Filming a documentary short is quite different from making drama. Making a TV commercial is different again!

However, the common factor these all share is the use of camera and other technical elements to communicate effectively with the target audience.

In this unit, you will explore the construction of different types of moving image productions: fictional, factual and promotional. You will focus on camerawork as key to the 'language' of visual communication but will also explore *mise en scène* (setting, locations, props, costumes and make-up), sound and editing which are all necessary components of a finished product. You will investigate key features of digital moving image productions, including structures, generic conventions and audience address, in preparation for the making of your film or video.

Learning aims

In this unit you will:

A understand the key features of moving image productions

- A.1 Formats, platforms and purposes

B understand the technical construction of a digital moving image production

- B.1 Technical elements

C produce and review a digital moving image production.

- C.1 Pre-production and personal management
- C.2 Production (shooting footage)
- C.3 Post production (editing image and sound)
- C.4 Distribution, exhibition and self-evaluation

Unit 4: Digital Audio Production

Guided learning hours: **30**
Assessment type: **Internal**

Unit introduction

Did you know that when you hear the expression 'digital audio production' it does not just mean CDs or MP3s, but a wide range of sound recordings that could include a radio drama on BBC Radio 4, the soundtrack for a television programme or film, sound for a computer game or the music and effects you hear when you go to a website. All are examples of audio production in the various media sectors.

Whichever media sector you are interested in, there is likely to be an audio component involved, and where audio production takes place it is of utmost importance that recorded sound is of the highest quality. This means selecting the correct microphone for the recording, whether it is dialogue, a musical instrument, a sound effect like birdsong or an electronically generated spot effect for a computer game.

There are many jobs related to the recording of sound, including sound recordist, sound editor, foley editor, boom swinger, sound designer and of course electronics engineer. This unit provides you with the opportunity to make audio recordings and includes an introduction to audio terminology and language. You will learn how to operate audio recording equipment, including microphone placement for the best results, ensuring that the sound level is not distorted when recording and keeping a log of the recordings through maintaining appropriate production documentation.

In this unit you will learn that audio is a key component of most creative media products. You will become familiar with the terms used in digital audio production, how audio is stored and the technology that is used to record digital audio. You will study different types of microphones and their uses, portable recording equipment and computer-based recording and editing software. You will learn about techniques and procedures for recording digital audio in different locations and under differing conditions. You will then record audio for a particular digital media product, edit it and review your work in the light of your learning experience.

Learning aims

In this unit you will:

A understand the uses and purposes of digital audio production

- A.1 How audio is used in digital media products

B understand the technical requirements for digital audio production

- B.1 Audio industry technology and terminology
- B.2 Recording audio in different environments for different purposes
- B.3 Microphones

- B.4 Professional digital audio recording and editing equipment
- B.5 Recording techniques and procedures

C produce and review digital audio for media productions.

- C.1 Plan the recording and editing of digital audio products
- C.2 Produce audio content
- C.3 Self evaluation of own audio products

Unit 9: Digital Editing for moving image

Unit introduction

Did you know that editing is regarded as one of the most important roles in terms of moving image? It is said that editing can make or break a production. It is the part of the moving image process where the meaning or intention of the director is realised. On large budget productions editors work closely with directors and cinematographers to produce a product which maximises all their skills; on lower budget productions the editor may also be the camera operator (and director!) but generally speaking the editor will be expected to cut material shot by others. Digital editing is the process of taking the raw footage and arranging it to create meaning so that it is clear and creates the desired effect. Editors decide what to keep and what to remove from the raw footage (rushes), in what order the footage is to be seen and how it will be joined together through a variety of techniques to make sense to the viewer.

As editing is central to creating effective moving image productions, there is a strong demand in the job market for editors with appropriate technical, creative skills and knowledge of editing software. Entry positions include assistant editors who have the ability to use digital editing software to digitise (log and capture) footage in preparation for the edit or freelance editors looking for their first professional production to cut.

In this unit, you will investigate the different ways that editors join together the shots so that they make sense, convey meaning and create audience response. You will also learn how to digitally edit a sequence, trailer or short film/video so that it presents a series of shots that the audience can understand and which meets the brief of the director or client. This may include conveying a mood, tone, atmosphere or dramatic effect onscreen.

In this unit you will:

A: Understand the development of moving image editing

- A.1 Early cinema
- A.2 Pioneers of film editing technique and style
- A.3 Technical developments in editing
- A.4 The purpose of editing

B: Know the techniques and transitions used in digital editing for moving image

- B.1 Classic Continuity Editing
- B.2 Alternative editing styles

C: Edit a moving image sequence following format conventions

- C.1 Editing different moving image formats
- C.2 Preparing to edit a moving image product
- C.3 The editing process

D: Review own moving image edit

- D.1 Feedback and review

Unit 12: Digital Audio Editing

Unit introduction

Have you ever stopped to think of the way in which sound helps us understand what is going on in films, television programmes, computer games and other media products? Try turning the sound off next time you watch a film and see if you feel the same way about what is happening on the screen. Sound editing can add meaning to images or in the case of a stand-alone product, like a podcast or radio slot, it condenses the 'highlights' of the piece and keeps the listener engaged. One of the skills of the sound editing is knowing how to edit sounds to the correct running time or how to fit them into the narrative or storyline so they relate to the product as a whole without overwhelming it: sound editors must know how to synchronise and pace the dialogue, music or effects.

In the digital media industries sound editing offers a variety of roles from assistant sound-effects editors on computer games, dialogue editors on TV adverts, to music editors on radio and film drama. There are specialist editors who deal with specific sounds. For instance, did you know that the Foley editor replaces all the footsteps and bodily movements in a scene, or that the sound-effects editor can change the mood of a sequence just by adding a specific sound-effect at a key moment? In radio news, sound editing is vital to summarise and prioritise the headlines in a bulletin. In this unit you will learn the work of the dialogue editor, music editor and sound effects editor. You will edit sound which is sourced or supplied and creates meaning for a particular media product. You will learn how to import sounds into audio editing software and edit them so they will fit into the timeline and running time of your digital media product.

Learning aims

In this unit you will:

A understand the principles of digital audio editing

- A.1 Reasons for editing digital audio
- A.2 Digital audio editing across media sectors and products
- A.3 Digital audio editing terminology
- A.4 Digital audio editing techniques and software

B produce edited audio material to a specified running time.

- B.1 Considerations when audio editing

- B.2 Practical audio editing
- B.3 Practical digital editing (dialogue)
- B.4 Practical digital editing (sound effects)
- B.5: Practical digital editing (music)