

14-16 Technical qualifications - Visual Arts, Graphics & Design

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 5: Digital Publishing Production

Unit 6: Website Production

Unit 11: Unit 10: Digital Photography for a Media Product

Unit 13: Graphic design for digital media

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

In this unit you will:

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 5: Digital Publishing Production

Guided learning hours: **30**

Assessment type: **Internal**

Unit introduction

Have you read a book or a magazine and wondered what it would be like to have more information on the page? Digital publishing can provide you with this information. You can read about a subject, watch a video or hear audio clips that make the information memorable. Print and publishing technology and techniques have moved a long way from a potato print, lino cut or lithography.

Many publishers are now producing their products using digital technology. This increases their opportunity to reach new markets, expand the content of their product and provide interactive links to services and products. Audiences can use digital publishing products in a variety of ways. This might be using a reader, such as Kindle®, to read a book or magazine. It may well be through the internet using a handheld device, for example a mobile phone or tablet. These products can also be viewed through a games console, such as a Playstation®. Digital publishing products can be updated regularly to provide up-to-date information and news. Information on the page can be viewed as a live feed or as recorded video or audio. This makes digital publishing an effective means of communication.

In this unit you will investigate the context in which digital publishing products exist as well as their purposes and uses. You will gain knowledge and the appropriate skills required for the design and development of digital publishing products as well as an overview of how to source materials and combine them. You will learn to organise and manage the production of a digital publishing product, plan and prepare content suitably and create interactivity between text, images and graphics. You will also test your completed publishing product on different publishing platforms and then publish your finished digital publishing product.

Learning aims

In this unit you will:

A - Know about digital publishing opportunities

- A.1 What are digitally published products?
- A.2 How are digital publishing products used?
- A.3 Where are digitally produced products published?
- A.4 Traditional printing and publishing technology and techniques
- A.5 Publishing in the digital age: technology and techniques
- A.6 Combining images, texts, graphics and interactive elements in digitally published products

B - Pitch ideas for a digital media product

- B.1 Acquisition of digital material
- B.2 Digital tools to import materials
- B.3 Experimenting with digital tools to produce digital publishing material
- B.4 Naming, logging and storing digital materials correctly

C: Produce material for digital publication

- C.1 Develop concepts for a digital publishing product
- C.2 Pre-production for a digital publishing product
- C.3 Production of a digital publishing product

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 10: Digital Photography for a Media Product

Unit introduction

Digital photography has revolutionised the way that we capture images. It allows you to capture a moment in time, to see your photographs immediately and to store a multitude of images for selection. Digital cameras are all around us: in phones, tablets and laptops as well as the various point and shoot and SLR (single lens reflex) models. Even though the 'post production' of photography (the manipulation of images in applications like Photoshop after the images are taken) now forms a major part of the final product, the skill of capturing creative and candid images is still the basis of great photography.

Visual communication is a vital part of how we interact and photography plays an ever more important role in the universal media landscape. Photographers who work in the media can now send their images via a satellite or the internet meaning that photographs are beamed around the world in seconds. Media photographers are employed to produce digital photography for a variety of media products in a range of situations such as photo-journalism, advertising, fashion photography, paparazzi photography, and stylised shots for use on websites, CD covers and other promotional material.

In this unit you will learn how to produce digital photography for a media product to a specified brief and with a particular audience in mind. You will develop your skills in photography by exploring the various techniques and considerations involved in shooting at night, during the day, inside, outside, and capturing moving objects. The

focus will be on technical skill, knowing how the camera works, and understanding the different ways in which photography communicates its message. The creative 'language' of photography (framing, use of colour, light, angle) is universal and more immediate than the written word and you will develop photographic ideas that will maximise this long-standing mode of media communication.

Learning aims

In this unit you will:

A understand the production of digital photography

- A.1 How digital photography is produced
- A.2 Why digital photographs are produced for media products

B explore techniques of digital photography

- B.1 Exploring photography
- B.2 Digital photography techniques
- B.3 Exporting and storing digital photographs

C create digital photographs for a media product

- C.1 Develop concepts for digital photographs for a media product from a brief
- C.2 Considerations for digital photographers
- C.3 Production of digital photographs for a media product

D review own digital photography for a media product.

- D.1 Editing
- D.2 Self-evaluation of your technical digital photography skills
- D.3 Self-evaluation of your digital photography work

Unit 13: Graphic Design for Digital Media

Unit introduction

More than ever before graphic design is all around us, on our TV screens, computer screens, emails, mobile phones, computer games, digital magazines, eBooks and digital newspapers. Digital technology has revolutionized graphic design with an ever-increasing role for motion graphics.

A graphic designer's main goal is to communicate a message to an audience and grab the reader's attention by using text and images creatively.

In the creative media sectors, employees work both individually and collectively to produce graphic design for digital media products. Job roles include junior graphic designer, web developer, junior digital games designer, motion graphics designer. However the design process required to create graphics for all digital media is common throughout.

In this unit you will investigate the theory underlying the creation of graphics for digital media. You will also gain an understanding of how graphics are successfully

produced by looking at existing products and the digital techniques that have been used to produce them. You will understand what mood and atmosphere is present and how this has been conveyed using graphic processes and influences.

You will need to have an understanding of how to plan your time effectively, gather primary and secondary research and identify how graphic design is used in digital media. You will also gain an understanding of typography, compositional elements and then produce your media product using your knowledge of graphic design processes and digital software.

Learning aims

In this unit you will:

A understand how graphic design is used in digital media

- A.1 Graphic design in existing media products across sectors
- A.2 The graphic style and genre of existing media products
- A.3 The technical elements of graphic design
- A.4 The purpose of graphic design in digital media

B create graphics for a digital media product.

- B.1 Creating graphics for media products
- B.2 Communicating meaning through graphic design