

Tavistock College Sixth Form

When you sign up for a subject please note that you will be expected to study that subject for the whole two years. There will be a formal assessment in the Autumn term, after four weeks and that is the only time when students will be allowed to swap or change subjects. After this, too much will have been missed.

Subject: Creative Digital Media Production	Qualification: Level 3 BTEC Extended Certificate
Exam board: Edexcel	Entrance criteria: L5+ English Previous media background desirable
Topics covered: This course Covers a broad range of media forms, from videogames to long form television drama, and advertising in print. Each media form is studied from an analytical point of view by applying theory, and also from a practical perspective by developing the professional skills to produce a multimedia portfolio.	
How the subject will be taught: There are four units in this Qualification: Unit 1 is an exam based units which sees students applying there analytical understanding of media forms to a broad range of print and video texts. Unit 8 is a six hour exam in which students produce all of the preproduction materials required for a client's multimedia brief. Unit 4 and unit 13 are taught together and they are the coursework based unit of the qualification. They see each student producing a professional piece of multimedia work from initial idea generation through to postproduction.	
Expectations of students: Students are expected to have a natural curiosity for the media, in terms of the range of texts that they engage with and their desire to understand more about how they are constructed. An ideal candidate for this course will be solution focused, able to overcome obstacles in producing a low-budget production, and highly motivated to complete all production tasks in a timely manner.	
Summer work: Building on the topic covered in the taster session, students are asked to look online for a print or television advert (can be contemporary or historic), and analyse the gender representations found within. You are then to write A 500 word report on how men/women are represented in the advert and whether or not the gender representations are stereotypical.	

(It is important for you to bring your completed summer work with you on enrollment day, and hand it into the subject lead or head of faculty.)