

Pearson BTEC Level 3 Nationals Diploma

Supervised Window:

Monday 25 February 2019 - Friday 3 May 2019

Supervised hours: 20 hours

Paper Reference **31670H**

Creative Digital Media Production

Unit 3: Digital Media Skills

Part S

You do not need any other materials.

Instructions

- This booklet contains material for the completion of the preparatory work and activities for the set task.
- This booklet is specific to each series and this material must only be issued to learners who have been entered to undertake the task in that series.
- This booklet should be kept securely until the start of the supervised assessment period.
- The final outcome will be taken under 20 hours of formal supervision.
- This booklet should not be returned to Pearson.

Information

- The total mark for this paper is 60.

Turn over ►

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Instructions to Teachers/Tutors

The set task will be released 8 weeks prior to the submission of the final outcomes. Learners are required to develop and create a digital media product in response to the defined brief.

The 8 weeks for the external assessment task must include a preparatory stage and **20 hours** of supervised assessment activity. The **20 hours** of supervised assessment will consist of **5 hours** for Activity 1 and **15 hours** for Activity 2.

Prior to the **20 hours** of formal supervision there will be up to **5 hours** of monitored preparation sessions. These sessions must be scheduled by the centre. Within this time learners should be provided with the opportunity to conduct independent activities such as reviewing the information provided in this booklet, conducting independent research and sourcing assets for Activity 2.

Learners must work independently and must not be given guidance or feedback on the completion of the preparatory work.

The monitored preparatory stage must be completed prior to the supervised period of assessment. Only the assets sourced in the monitored sessions may be used during the supervised assessment. Learners must not have access to pre-prepared assets.

During the **5 hours** of monitored preparation sessions, teachers/tutors and/or invigilators should note that:

- learners are allowed access to computers with internet access and specialist software
- learners should not be given any direct guidance or prepared materials
- learners should not be given any support in sourcing assets
- all work must be completed independently by the learner
- learner assets should be retained by the centre between the monitored sessions and the formal supervised assessment.

There are two activities within the set task. These are taken under **20 hours** of formal supervision.

Activity 1: Create assets

Activity 2: Prepare, edit and manipulate assets and create/build a media product

Learners must not work as part of a group. Learners must create their own individual product. However, during the **5 hours** for Activity 1, learners may enlist the help of others to create material, for example as an interviewee, as a model, in an acting role.

The set task is a formal external assessment and must be conducted with reference to the instructions in this booklet and the BTEC Nationals *Instructions for Conducting External Assessments (ICEA)* document to ensure that the supervised assessment is conducted correctly and that learners submit evidence that is their own work.

Maintaining security during the formal supervision period

- The assessment areas must only be accessible to the individual learners and to named members of staff.
- Centres are responsible for putting in place appropriate checks to ensure that only permitted material is introduced into the supervised environment.
- Learners can only access their work under supervision.
- Any work learners produce under supervision must be kept securely.
- During any permitted break and at the end of the session materials must be kept securely and no items removed from the supervised environment.
- Centres must retain and safely secure learner assets, which can be requested by Pearson if there is suspected malpractice.

After the formal supervised period, the teacher/tutor and/or invigilator will confirm that all learner work produced during the supervised sessions were completed independently as part of the authentication submitted to Pearson.

Outcomes for submission

Each learner must submit the following on a USB storage device:

- a folder of created assets
- a completed media product corresponding to a chosen brief
- a digital, annotated portfolio.

Each learner must complete an authentication sheet.

Instructions for Learners

Read the set task information carefully.

You will be given **5 hours** of monitored preparation ahead of the supervised assessment sessions. This will allow you to review the information in this booklet, carry out independent research in relation to your chosen brief and source assets for your production.

You can only take your sourced assets into the formally supervised sessions. At this stage, you are not creating assets.

The set task has two activities taken under **20 hours** of formal supervision.

The assets for Activity 1 should be saved in a folder. You will submit a digital annotated portfolio of evidence for Activity 1 and Activity 2. You must also submit a media product.

During the supervised assessment sessions, you will be permitted access to:

- specialist software and equipment.

Outcomes for submission

You should submit:

- a folder of created assets
- a completed media product corresponding to a chosen brief
- a digital, annotated portfolio
- a completed authentication sheet.

Set Task Brief

You must read the information provided and then choose **ONE** of the following media briefs.

Takeover News

Community-based media projects are thriving throughout the UK. *Takeover* is an organisation that runs a community radio station, television channel and news website aimed at young people. *Takeover's* target audience is 14 to 19 year olds throughout the UK and its services are available via the internet.

The Creative Director of *Takeover* wants to increase the news output available through its community-based projects. In order to assess its potential, the Director has asked you to produce a segment for the *Takeover* news output. The Director has asked you to use **one** of the following themes as the basis for your segment:

- the benefits of cycling to school, college or work
- the potential for virtual reality and/or augmented reality within the media industry.

You must choose which medium you will use to create your media product and begin sourcing the materials you will need in preparation for the supervised assessment period.

You may choose ONE brief from the following:

Brief 1: TV news package

Takeover wants you to produce a TV news package for its community television channel. The TV news package must be approximately 90 seconds in duration and must be based on **one** of the themes outlined in the brief. The news package should be saved in .mp4 format or a suitable alternative.

Your TV news package must include the following requirements:

- a scripted voice-over
- appropriate sound effects from secondary sources
- an interview shot in medium close-up and featuring at least two cutaways
- a caption with the name of the interviewee
- video footage from secondary sources
- original graphics with facts about the news story
- use of an appropriate zoom
- a cross dissolve.

Brief 2: Audio news package

Takeover wants you to produce an audio news package for its community radio station. The audio news package must be approximately 90 seconds in duration and must be based on **one** of the themes outlined in the brief. The audio package should be saved in .mp3 format or a suitable alternative.

Your audio news package must include the following requirements:

- a radio ident for *Takeover News* with:
 - sound effects from secondary sources
 - a chorus modulation effect
- a scripted narration recorded in an interior recording environment
- use of ambient sound, which must:
 - be original recordings
 - mix audio recordings from at least three separate locations
 - use noise reduction techniques
- at least one interview recorded with a microphone
- at least two crossfades
- matched volume throughout the news package.

Brief 3: Website

Takeover wants you to produce a home page for its news website. The home page must contain a feature based on **one** of the themes outlined in the brief. The rest of the content on the page should be placeholder content. The homepage must be saved in .html format.

Your website must include the following requirements:

- the page width set to 1024 pixels and centred horizontally within the browser
- a navigation bar with links to at least two different parts of the home page
- use of the <h1> to <h6> heading element for headlines and straplines
- an embedded video from a secondary source (between 20 and 40 seconds long) with controls, related to the chosen news story
- an HTML table of information linked to your chosen news story
- at least two original photographs with appropriate image manipulation and optimisation
- all the images on the website should have figure caption elements
- a 'news in brief' section with tabbed content that allows the user to select different stories.

Brief 4: Digital e-newspaper

Takeover wants you to produce the front page and at least one linked page for the digital edition of the *Takeover* e-newspaper. Your pages must contain a feature based on **one** of the themes outlined in the brief. The rest of the content on the pages should be placeholder content/dummy text. The e-newspaper should be saved in .epub format or a suitable alternative.

Your e-newspaper pages must include the following requirements:

- an original masthead, which combines typography with vector graphics
- original copy for the story (between 400 and 420 words) that flows through at least three columns
- a headline, strapline and byline for your chosen news story
- at least two original photographs for your chosen news story, with appropriate image manipulation and optimisation
- a table of information related to your chosen news story
- an embedded video from a secondary source (between 20 and 40 seconds long) related to your chosen news story. Include an appropriate poster image and playback controls
- a 'news in brief' section with images from secondary sources, edited to include a caption. Include the images within an image slideshow
- captions for every image in the e-newspaper.

Brief 5: Digital game

Takeover wants you to produce a digital game. The central character must be a news reporter who has to collect parts of a story to complete the game. The story must be based on **one** of the themes outlined in the brief. The digital game should be saved in .exe format or a suitable alternative.

Your digital game must include the following requirements:

- onscreen user instructions
- an original, animated character sprite of a news reporter
- original graphics for the parts of a news story to be collected by the news reporter character
- sound effects when parts of the story are collected
- characters or objects from secondary sources that try to obstruct the news reporter
- a timing system that indicates how much time the player has left to complete the challenge
- a scoreboard that indicates how many parts of the story have been collected
- original background setting/game environment.

Set Task

Preparatory Stage

You will have 5 hours to complete the preparatory stage. The preparatory stage must be completed under monitored conditions.

You must gather assets/material for your media product from secondary sources.

Create a fully referenced index of all sourced materials you intend to use in your product.

Supervised Assessment Period

You must complete **ALL** activities within the task.

All activities must be completed under supervised conditions.

Activity 1

You must create assets/material for your media product based on the requirements of your chosen brief.

You must provide evidence of how you have created the assets/material for your production.

Create a folder called Activity 1, this is where you will store your assets. The assets/material should be saved in an appropriate format and organised in a logical way.

During this period, you must create an annotated digital portfolio. The portfolio can be up to 15 A4 pages. It is recommended that you use up to 5 pages for Activity 1. You must provide evidence of:

- how you created your assets/material.

Activity 1 must be completed in 5 hours of formal supervised assessment.

(Total for Activity 1 = 20 marks)

Activity 2

Using the assets/material you have created and sourced, you must prepare, edit and manipulate your assets/material to construct/build a completed media product that meets the requirements of your chosen brief.

During this period, you must add up to 10 pages to your annotated digital portfolio to provide evidence of:

- how you prepared, edited and/or manipulated your assets/material for your production
- how you constructed/built your media product
- a justification for the decisions you have made throughout Activity 2.

Your annotated digital portfolio must not exceed 15 A4 pages.

Activity 2 must be completed in 15 hours of formal supervised assessment.

You will be assessed on:

- your preparation, editing and manipulation of the assets/material and justification of your decision-making process (20)
- your final completed media product and its relation to the brief. (20)

(Total for Activity 2 = 40 marks)

TOTAL FOR TASK = 60 MARKS