

Pearson BTEC Level 3 Nationals

Window for supervised period:

Monday 27 February 2023 – Tuesday 2 May 2023

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.

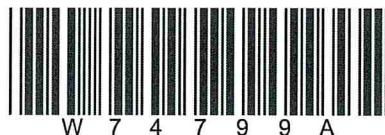
Information

- The total mark for this task is 60.

Turn over ▶

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Instructions to Teachers/Tutors

The set task will be released at least eight 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 eight 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 **five hours** for Activity 1 and **15 hours** for Activity 2.

Prior to the **20 hours** of formal supervision there will be up to **five 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.

Monitored preparation session	5 hours	Low control
Activity 1 and Activity 2 –	20 hours	Formal supervision

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 **five 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 **five 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 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 **five hours** of monitored preparation ahead of the supervised assessment sessions. This time 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.

New Horizons

Furusato is a digital media company that publishes educational media products. The Senior Product Designer is looking for talented new contributors and has asked media students to create content for a project called *New Horizons*.

The target audience for the *New Horizons* project is young people aged 14 to 19 years. The aim of the project is to provide content that introduces young people to interesting new ideas. You have been asked to create content for a media product based on **one** of the following themes:

- cooking on a budget
- innovative study skills
- sustainable living.

You must choose which medium you will use to create your media product.

Choose **ONE** brief from the following:

Brief 1: Instructional video

The Senior Product Designer at Furusato wants you to select **one** of the themes outlined in the brief and produce an instructional video. The video should focus on an aspect of the theme that the target audience will find engaging and inspiring.

The video must be **approximately 60 seconds** in duration and be saved in .mp4 format or a suitable alternative.

Your video must include the following requirements:

- original filming that includes:
 - medium close-up and close-up shots of a presenter speaking to camera
 - a series of cutaways
 - camera panning and/or tilting
 - high-key lighting
- editing that includes:
 - jump cuts
 - footage that is sped up and/or slowed down
 - keying to create an appropriate visual composite of footage shot in front of a green/blue screen (the footage can be original or sourced)
- on-screen titles and captions that include:
 - graphic shapes
 - motion.

Set Task

Preparatory stage

You will have **five 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.

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

Supervised assessment period

You must complete **ALL** the activities in 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/material. 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 five pages for Activity 1. You must provide evidence of:

- how you created your assets/material.

Activity 1 must be completed in **five 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 more 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 be more than 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