



**BTEC Extended Diploma in
Creative Media Production
Broadcast: TV and Radio
STUDENT HANDBOOK**

Birmingham Ormiston Academy

1 Grosvenor Street

B4 7QD

0121 3599300

INTRODUCTION

Welcome to Birmingham Ormiston Academy and the BTEC Extended Diploma in Creative Media Production (Broadcast, TV and Radio) course. This handbook has been designed to help you to settle into the academy and provide you with further information about the college and your course. You will also be given various other leaflets during your induction period which will provide you with additional information about the college facilities. This handbook probably won't answer all the questions you may have about the course, particularly in the early days so if there's anything else you would like to know, please feel free to ask your tutor or any member of the course team, or take a look at the course blog (boanewmedia.wordpress.com).

THE BTEC EXTENDED DIPLOMA

The BTEC Extended Diploma provides the knowledge, understanding and skills for learners wishing to embark upon a career in media or progress to higher education qualifications such as BTEC Higher National Diploma in Media or related degrees. BTEC Extended Diploma in Creative Media Production provides access to a range of specialist units which will broaden and extend the student's experience and study in preparation for the world of work.

The Extended Diploma is achieved by successfully completing the following 7 core units (compulsory) and 12 chosen specialist units which make up the course. These are:-

Core Units

- 1: Pre production Techniques for the Creative Media Industry
- 2: Communication Skills for Creative Media Production
- 3: Research techniques for the Creative Media Industry
- 4: Creative Media Production Management Project
- 5: Working to a Brief in the Creative Media Industries
- 6: Critical Approaches to Creative Media Products
- 7: Understanding the Creative Media Sector

Twelve Units from this list depending on Radio or TV Specialism

RADIO	TELEVISION
17: Audio Production Processes and Techniques - PMC	16: Film and Video Editing Techniques
29: Music Video Production - NDO	22: Single Camera Techniques - EPR
30: Advertising Production for Television - EPR	23: Multi-Camera Production
36: Interview Techniques for Creative Media Production - PMC	24: Writing for Television and Video - EPR
37: Presentation Techniques for Broadcasting - PMC	27 Factual Programming for TV - NDO
39: Scriptwriting for Radio - PMC	28: Corporate and Promotional Programme Production
40: Speech Package Production	29: Music Video Production - NDO
41: News Production for Radio - PMC	30: Advertising Production for Television - EPR
42: Radio Drama - PMC	36: Interview Techniques for Creative Media Production - PMC
44: Music-Based Programming - PMC	44: Music-Based Programming - PMC
45: Commercial Production for Radio – PMC	45: Commercial Production for Radio – PMC
46: Factual Programme Production Techniques for Radio - PMC	62: Digital Video Production for Interactive Media – NDO

You will get a description and breakdown of each of these units from your tutor and more details on specialising in one area.

All assignment/project work is devised to test different outcomes and to ensure that all grading criteria have been met by the students. At the end of the two years, all students must be able to satisfy the Course Team that they have completed all the assignments and 'successfully acquired the skills and knowledge' necessary to progress on to higher courses. The Record of In-course Achievement has been produced to ensure that both student and staff have a tracking/progress record of the skills and knowledge acquired and assignment grades.

GRADING AND ASSESSMENT

PASS: This will be work which is organised and which meets all the assessment criteria set but which lacks subtlety, insight or perhaps self-discipline and commitment in certain areas of the work. In written work it will be work which lacks evaluation or analysis.

MERIT: This is a good pass which may border on distinction work in certain of the assessment criteria for a particular assignment, but which is not of a consistent distinction standard. The student gaining a merit will have presented production, or other work, of a good standard.

DISTINCTION: Is production work of a high standard, which shows creativity, discipline and insight in all areas of the assignment. It will also show the ability to analyse a problem or issue and evaluate the evidence available to support an argument as required by the question or task. All the assessment criteria have been achieved.

REFERRAL: A referral will be given when a student has failed to satisfactorily fulfil the criteria necessary for the allocation of a Pass grade. Referral of a written assignment will simply mean the re-writing of all or part of an assignment within a given time. Referral of practical work will be more complex, especially when part of that assessment involves process as well as product. The individual tutor, with reference to the course tutor, will decide whether or not further practical work can be given. If this is inappropriate, a fail grade will be allocated. A student not satisfactorily fulfilling the assessment criteria when referred will be given a fail grade. A referred student will only be allocated a Pass grade on re-submission of the assignment.

P.S The industry prides itself on working to deadlines e.g. ("News at 6" starts at 6); to build on your professional practice you will be expected to ensure that all your assignments are handed in before the deadline/due date. Failure to do this will mean that you will be unable to achieve a distinction grade for that unit, or grading criteria (unless prior arrangement or extension has been agreed with you tutor)

How is the course assessed?

All units are internally assessed through assignments set and marked by your tutors.

As you complete each internally assessed unit, your tutor will tell you what grade you have achieved – Pass, Merit or Distinction. To ensure that your internally assessed work has been marked fairly Edexcel checks samples of tutors' marking. This process usually takes place in February and the grades for your internally assessed units can change as a result.

Edexcel will confirm your final grades for externally assessed units when the re-marks has taken place.

When you have completed all the units of the Course you will receive 3 overall grades for your qualification – again Pass, Merit or Distinction. These are the grades that will be shown on your certificate and that you should give when applying for Higher Education or employment.

The final grades achieved on the BTEC Extended Diploa is equal to UCAS points for those planning to go to university e.g D*D*D* - 420 points or MMP 200 points

Unit Summary

Unit Portfolios

At the end of each block you are required to compile a portfolio of evidence for each completed unit. The following are guidelines to assist you.

- “ you should present your work frequently to your unit tutor to ensure the successful completion of your assignment
- “ all assignments, case studies, etc. completed for a unit must be presented as a whole unit clearly page numbered and indexed
- “ you may include class tests, case studies, etc.
- “ you may not include any hand-outs or similar material given to you by your tutor. If in doubt ask your tutor.
- “ any group work must be clearly indicated as such. You must not pass off a joint effort as your own!
- “ when your assessed work has been marked transfer it into a lever arch file for safe keeping
- “ your lever arch files must have dividers clearly indicating the Unit numbers
- “ a contents page at the front of each lever arch file is essential
- “ your name must be clearly visible on the OUTSIDE of each file as well as on EACH PAGE of your work.

Marking of Assignments

Every time you are set an assignment you will negotiate review dates with your tutor. If you meet the deadline your tutor will mark, grade and return your work to you within 2 weeks.

If you do not meet this deadline

- “ you must make an appointment with your tutor to hand in your work
- “ you must make an appointment with your tutor to collect your work
- “ your work will be marked at your tutor’s discretion.
- “ You will not be able to achieve a distinction grade (the industry prides itself on working to deadline)

Referred Work

A piece of work is referred if it has not met one or more of the specified assessment criteria. You must agree another deadline for completing any amendments with your tutor.

Copying and Plagiarism

Under no circumstances will copying or plagiarism be accepted. Any learner found to be copying or plagiarising will be severely disciplined.

Submission of work

You will be expected to submit your assignments on time as shown on the assessment schedule. Failure to meet deadlines without authorisation from the Pathway Director / Progress Tutor may lead to disciplinary action.

If you have genuine difficulties in meeting your deadline you must speak to your tutor in advance of the deadline. However, if illness is the reason for not meeting your deadline then a doctor’s note will be required.

If personal problems are the reason then a letter from your parents / guardians will be required or you should inform your progress tutor or the Pathway Director.

Not being able to gain access to a computer or information will never be acceptable as a reason for missing a deadline. You should be building in research and IT time into your planning.

Remember not to copy (plagiarise) other learners’ work or direct copying from other sources textbooks, journals, (internet), as this may lead to you failing the assignment.

Help and Support

Whatever your problem there is always someone to turn to for help on the programme.

Unit Tutor

A problem with an assignment?

If you are having difficulties with an assignment or other work related to one of your units, you must discuss these with the Tutor responsible for delivering the Unit. The most appropriate time for this is during tutorial time, you will probably find that other members of your group will be having the same difficulties as you.

Your tutor will also assist you, if needed, with your planning and monitoring.

Progress Tutor

Your progress tutor will ask you to attend for a one-to-one tutorial regularly. During this time you will have the opportunity to discuss any general problems or concerns about the course – your workload, grading, HE, employment prospects etc.,. Your progress tutor will monitor your progress and discuss ways of ensuring you reach your goals. It is also an opportunity for you to discuss any personal problems which may affect your performance on the course, and, therefore, should be made known to your tutor. Do remember – tutorials are confidential.

If difficulties arise but you are not due for a tutorial you can arrange to see your progress tutor as soon as possible.

Remember - your tutors are here to help you! Unless you ask for assistance they will not know that you have a problem!

Learners may appeal on the grounds that the assessment procedures have not been properly carried out, or if a learner is concerned about the grade he / she has received for a piece of assessed work. Notice of appeal must be lodged in writing with the appropriate Pathway Director responsible for the delivery of the programme within ten working days of receipt of their assessment outcome / grading.

Grading/Assessment Appeal Procedures

The stages in the appeal are as follows:

- “ Within five working days of receipt of notice of appeal, the Pathway Director will counsel the student about the assessment outcome / grading and help him / her to decide whether he / she wishes to proceed.
- “ If the student wishes to proceed, the relevant assessed work will be reassessed by a different internal assessor from the one involved in the original assessment.
- “ The two assessment outcomes will be scrutinised by an independent internal verifier who will verify the appropriate assessment outcome and inform the Pathway Director and the Tutor of the result of the Appeal. The Pathway Director will immediately inform the Candidate of the decision made.

This process will be completed within fifteen working days of notice of an appeal being lodged.

The Course / Programme Tutor will make records of all stages of the Appeals Procedure and the outcome of the process in the student's file and immediately inform the Candidate of the decision made.

If the student does not accept the decision and can demonstrate that new evidence is available an Appeal Committee constituted in accordance with the Examination / Summative Assessment Appeals Procedure will act as the final arbiter within the Academy. The student must lodge the appeal in writing with the Vice Principal (Quality & Academic Affairs) within ten days of receipt of notification of the decision.

Where an appeal concerns work examined or marked by an external body, the procedures described in the relevant guidance should be followed.

Will I just take the Extended Diploma Course?

In addition to the Extended Diploma course, you will have the opportunity to undertake other qualifications and activities such as:

- GCSE Maths and / or English (compulsory if grade less than a 'C')
- Additional studies from a range of 'A' levels and BTEC qualifications
- A range of Enrichment activities

At the end of the Induction you will meet with your tutor and complete an Individual Learning Plan. This will identify your primary and additional learning goals.

During your time on the course, you will regularly meet with your tutor to:

1. To enable you time to review their progress and seek help and advice from tutors as necessary.
2. To ease pressure on students – you will have time to use the academy resources to carry out research and to produce assessed work.
3. To provide time for one-to-one tutorials and group activities.

Year Planner 2013/ 2014

Term 1

Term Start:	Monday 2 nd September 2013
Half Term:	Monday 28 th October – Tuesday 5 th November 2013 (4 th & 5 th = Staff Training days)
End of Autumn Term:	Friday 20 th December 2013

CHRISTMAS BREAK

Term 2

Term Start:	Wednesday 8 th January 2014 (6 th & 7 th = Staff Training days)
Half Term:	Monday 17 th - Friday 21 st February 2014
Aptitude Workshops:	Monday 24 th - Friday 28 th February 2014
End of Spring Term:	Friday 11 th April 2014

EASTER BREAK

Term 3

Term Start:	Monday 28 th April 2014
May Day	Monday 5 th May 2014
Half Term:	Monday 26 th May – 30 th May 2014
End of Summer Term:	Friday 18 th July 2014

SUMMER BREAK

Course Team

BTEC Extended Diploma in Creative Media Production - Broadcast

Mr Dodzo

Director of Digital Arts

E-mail: nathan.dodzo@boa-academy.co.uk

Mr Pryce

Curriculum Leader for Broadcast

E-mail: eric.pryce@boa-academy.co.uk

Mr McLaughlin

Teacher of Games Broadcast

E-mail: paul.mcloughlin@boa-academy.co.uk

Craig Ludgate

Technician

E-mail: craig.ludgate@boa-academy.co.uk

Dan Guest

Technician

E-mail: dan.guest@boa-academy.co.uk

Phil Upton

Broadcast Industry Professional

E-mail: Phil.Upton@bbc.co.uk

Notes