

Qualification Requirement

BTEC Higher Nationals in Media

This Qualification Requirement will be read in conjunction with the overarching guidance from Edexcel in line with any overarching annexe agreed with the Qualifications and Curriculum Authority.

Titles

- Edexcel Level 4 BTEC Higher National Certificate in Media
- Edexcel Level 4 BTEC Higher National Diploma in Media
- Edexcel Level 4 BTEC Higher National Diploma in Media (Audio)
- Edexcel Level 4 BTEC Higher National Diploma in Media (Moving Image)
- Edexcel Level 4 BTEC Higher National Diploma in Media (Journalism)

Rationale

The BTEC Higher Nationals in Media have been developed to:

- provide high level training within the general vocational areas of media production
- provide opportunities for specialism with the specific vocational areas of moving image and audio production
- provide learners with the skills, knowledge and understanding needed to gain employment in those areas of the media industry or to progress to an appropriate undergraduate degree
- provide learners with a qualification that will enable them to gain employment in those areas of the media industry or to progress to an appropriate undergraduate degree
- equip learners with the transferable skills that will enable them to progress and to move within the media industry
- give centres flexibility within which to devise and provide programmes of study which capitalise on the strengths of the centre and which meet local needs.

As the qualification follows on from and is clearly related to the Edexcel Level 3 BTEC Nationals in Media, it is expected that many learners will see the Higher Nationals as a natural progression from that qualification. However, learners who have completed AVCEs in Media, and even A Levels, and who are hoping to find employment in the technical and creative areas of the media industry are likely to find the Higher Nationals attractive.

BTEC Higher Nationals in Media are most likely to be offered by Further or Higher Education institutions as full-time courses, often linked to vocational degree courses in media production run by the same institution or a partner institution. It is likely that a Higher National qualification will provide credits enabling learners to progress straight to the third year of such a degree course.

Given the high level of attainment set for the qualification (combined with, one might add, the generally informal and unstructured nature of employment within this sector) it is also considered that a BTEC Higher National in Media qualification will enable learners to go straight into employment.

Aims of the Qualification

This qualification aims to meet the needs of the above rationale by:

- providing an educational foundation for a variety of technical, creative and managerial careers in the media industries
- providing an educational foundation for progression to a higher level course
- providing flexibility in the content and structure of the qualification
- developing in learners the skills, knowledge and understanding which will enable them to make an immediate contribution in employment
- developing in learners skills, knowledge and understanding in specialist pathways directly relevant to careers in moving image and audio production
- developing in learners skills, knowledge and understanding in a wide range of creative and technical areas to encourage multiskilling and to motivate future studies and career development
- developing in learners the skills and personal qualities necessary for success in professional life

Knowledge, Understanding and Vocational Skills

Common core mandatory component:

The common core mandatory component of this qualification will focus upon the areas of understanding and knowledge which are considered fundamental to successful performance in a vocational media context. These are:

- an understanding of and an ability to critically employ the major theoretical perspectives on the media, its products and its audiences
- an understanding of and competence in research theory, techniques and procedures
- an understanding of the structures of ownership and control in the media industry, the economic and regulatory framework within which it operates, the development and impact of technologies, and the ways in which all these factors determine what it produces
- an understanding of employment opportunities, structures and terms of engagement within the media industry
- an understanding of the opportunities, working patterns and constraints of freelance work in the media
- an understanding and appreciation of the legal, social and ethical considerations that constrain production within the media industry and one's own activity
- an understanding of and competence in the techniques of presentation.

Specialist mandatory component:

The specialist mandatory components of this qualification will aim to develop the skills, knowledge and understanding relevant to working in a specific media industry. These are:

- the technical production skills and procedures, and the conceptual frameworks relevant to the chosen specialism
- the industrial practices relevant to the chosen specialism, including health and safety practices
- the regulation, both legal and voluntary, of the relevant media industry
- a knowledge of employment opportunities, structures and terms of engagement within the relevant media industry
- the ability to organise and manage self-directed projects within given time and budgetary constraints
- the general personal and inter-personal skills necessary to working in a creative or technical team environment
- the ability to reflect critically upon one's own work and relate it to current and past practice.

Specialist optional component:

The specialist optional components of this qualification will aim to develop the skills, knowledge and understanding relevant to specific creative activities or media genres, or to individual technical skills.

The following lists are neither prescriptive nor inclusive, and the content described might be covered either individually or in combination.

For the Moving Image pathway this might include:

technical and creative skills

- Camera and lighting
- Editing
- Sound for the moving image
- Producing
- Directing
- Research for television
- Animation techniques
- Outside broadcast production
- Script writing for film and television fiction
- Studio production

genres

- Documentary and factual programming
- News and current affairs
- Drama production

theory and understanding

- Film and television studies

For the Audio pathway this might include:

technical and creative skills

- Multi-track recording
- Demo tape production
- Script writing for audio fiction
- Radio features production
- Radio station management

genres

- Radio documentary and factual programming
- Quizzes and light entertainment
- Magazine programming
- Music sequence production
- Radio journalism
- Radio commercial production
- Audio books and newspapers

theory and understanding

- audio and radio studies

Higher Level Skills

Learners will be expected to develop the following general, higher level skills during their programme of study:

- the desire to set high standards of achievement for self and others
- the ability to work to deadlines without sacrificing quality
- the ability to work independently and solve complex problems
- the ability to apply subject knowledge and skills to unfamiliar objectives and problems
- the ability to think independently and apply theoretical understanding to objectives and problems
- the ability to analyse, summarise and synthesise information critically and to engage in constructive debate with specialists and non-specialists alike
- the ability to recognise and make effective use of the interdisciplinary nature of media activity and production
- the ability to take responsibility for their own learning and to recognise their own learning styles
- the ability to understand professional codes of conduct and to work to them
- the ability to recognise and act upon moral, ethical and social issues when working

Links to National Occupational Standards and National Vocational Qualifications

There is the opportunity for programmes in Media to provide some of the underpinning knowledge, understanding and skills for Level 4 NVQs in video and audio production.

The Edexcel Level 4 BTEC Higher Nationals in Media will be mapped to the relevant National Occupational Standards and to the relevant National Vocational Qualifications.

Professional Body Recognition

There are no identified Professional Bodies to which this qualification will provide access. The qualifications have the support of Skillset, the Sector Skills Council for the Audio Visual Industries.

Entry Pre-requisites

There are no particular entry requirements for this qualification. Please refer to Edexcel guidance on entry requirements (to be developed). Those who enter with one of the following qualifications are more likely to benefit from a Media programme:

- Level 3 BTEC National in Media
- Advanced Vocational Certificate in Media: Communication and Production
- Advanced Level GCE in Media Studies.