

# BTEC LEVEL 2 CREATIVE DIGITAL MEDIA PRODUCTION



YEAR 10: TERM 1

WHAT..are the main digital media sectors ? (Moving image [film/video and TV], audio, publishing, websites, games).

WHY...is SYNERGY (cross-media links, advantages and product connections) so important?

EXPLAIN, WITH EXAMPLES, what a digital media platform is?:.....

CLARIFY AND ILLUSTRATE how digital media products from all sectors can be accessed across platforms using one device...

EXPLAIN, WITH EXAMPLES how different audiences consume different types of Media products.

WHAT ARE THE DIFFERENCES BETWEEN individual and group consumption OF MEDIA PRODUCTS and their associated digital media platforms and devices:..

EXPLAIN, WITH EXAMPLES WHAT THE differences between Primary and Secondary audiences are.

WHAT ARE THE ADVANTAGES OF AUDIENCE PROFILLING IN THE MEDIA ? WHY ARE AUDIENCE PROFILES VITAL FOR ANY MEDIA PRODUCER ?...

HOW WOULD YOU USE CODES OF CONNOTATION AND DENOTATION, TO MAKE A VIDEO GAME AS APPEALING AS POSSIBLE TO TEENAGE GIRLS ? (Mise en Scene / shot types / narrative/ representation..)