

FIRST DIPLOMA IN
MEDIA

COURSE HANDBOOK

2009-2010



Introduction

Welcome to the BTEC First Diploma in Media. We hope you will enjoy the course and we look forward to working with you here at Guernsey College

The media is an expanding area touching everyone's life. It is frequently praised and often condemned. Knowledge of the media and how it works is essential for every individual who wishes to participate in contemporary social and political life. In choosing this course we hope you will not only develop your understanding of the media but also take the first steps in becoming skilled practitioners in media production.

This handbook gives you information which we hope you will find useful. It provides an introduction to the philosophy and structure of the course.

You will receive a number of other information sheets and booklets, including a Student Handbook which details the College regulations and services. You will receive a copy of your **enrolment form**; you must keep this in a safe place and produce it for identification purposes.

Health and Safety regulations are very important, especially in practical workshop sessions. Information and regulations on these matters will be conveyed to you in the relevant units.

Visits

We will be organising a trip to France (Futureoscope), London (IMAX, BBFC) and Southampton University during the academic calendar.

End of Year Show

All work will be screened/displayed at the end of the academic year.

The Qualification

Rationale

The Edexcel BTEC First Diploma in Media course is designed to equip students with knowledge, understanding and skills required for success in current and future employment in the media industry or allied sectors or for progression to courses such as National Diplomas, Higher Nationals or degrees in media.

Edexcel BTEC First Diploma provides:

- a nationally recognised qualification with detailed standards for centres, students and employers

- guidance to aid centres with their own quality assurance procedures
- a focus on independent learning and practical knowledge and skills
- a (largely) common core of study with related pathways that can lead students into employment, professional or academic progression
- a modular approach that allows the aspirations of different students to be met. Students may complete single units, several or complete programmes.

Aims

The Edexcel BTEC First Diploma in Media is designed to meet the following aims:

- to provide an educational foundation for a range of careers in the media industry and allied sectors
- to provide specialised studies directly relevant to the vocations and professions in which students are working or intend to seek employment
- to enable students to make an immediate contribution in employment
- to provide flexibility, knowledge, skills and motivation as a basis for future studies and career development
- to develop students' ability in media through effective use and combination of the knowledge and skills gained in different parts of the programme
- to develop a range of skills and techniques, personal qualities and attitudes essential for successful performance in working life.

Course Leader

Peter Root

Teaching Staff

Charlie Towers
Kirsty Goddard
Paul Arnett
Gillian McCartney

Head of school

Louise Misselke

AV Technical Support

Matt Elliot¹

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WEB: To View media students work go to; www.youtubemygcfe.com

“it is impossible to understand social and cultural changes without a knowledge of the workings of the media”

Marshal McLuhan

Personal Tutors

During induction you will be allocated a personal tutor who will monitor your progress and with whom you may raise any personal or work problems in confidence.

Your personal tutor will write your reference for your Further Education application or employment.

Tutorials will be arranged at regular intervals during the course. You will be notified at least one week in advance and you must make every effort to attend. In addition you may request a tutorial at any time with your personal tutor. If for any reason you would like to change your personal tutor this will be arranged where possible.

You're Timetable

You will be issued with a timetable for the Induction period which runs for the first week of term. The academic year for this course is 38 weeks (including Induction). You will have Private Study time when you will be expected to work at college on the various assignments you will be given as part of the course. The specialist areas; such as the Edit Suite will be available for you to book during your Private Study periods. (If available)

Attendance. We regard attendance as a critical indicator of your interest in the course and your commitment to it. If you are unable to attend for any reason you must contact the staff as soon as possible. **You need 80% attendance to pass the course.**

Lateness. Constant lateness will not be tolerated. Persistent offenders will receive warnings and then be removed from the course.

**Guernsey College - (1st Dip Media)
Tutorial Schedule 2008/2009**

Wk.No. Beg. Mon.		Activity Planned.
1	6/9/08.	Induction – teambuilding, ice breakers, completion of course & college documentation.
2	13/9/08.	Group tutorial Induction checklist, determine learning plan.
3	20/9/08.	Group tutorial – progress files, Assessment structure
4	27/9/08.	Group tutorial – Study Skills
5	01/10/8.	Group tutorial – Student services video
6	6/10/08.	Group tutorial – Group activities, one to one interviews
7	13/10/08.	Group tutorial – Discuss requirements for progress reviews
8	20/10/08.	Group tutorial – Group activities, one to one interviews
HALF TERM.		
9	3/11/08.	Personal Tutorials – 4 x 15 min target setting interviews.
10	10/11/08.	Personal Tutorials – 4 x 15 min target setting interviews.
11	17/11/08.	Personal Tutorials – 4 x 15 min target setting interviews.
12	24/11/08.	Personal Tutorials – 4 x 15 min target setting interviews.
13	1/12/08.	Personal Tutorials – 4 x 15 min target setting interviews.
14	8/12/08.	Personal Tutorials – 4 x 15 min target setting interviews.
15	15/12/08.	Group tutorial – Group activities, one to one interviews
CHRISTMAS HOLIDAY.		
16	5/1/09.	Personal Tutorials – 4 x 15 min target setting interviews.
17	12/1/09.	Personal Tutorials – 4 x 15 min target setting interviews.
18	19/1/09.	Personal Tutorials – 4 x 15 min target setting interviews.
19	26/1/09.	Personal Tutorials – 4 x 15 min target setting interviews.
20	2/2/09.	Personal Tutorials – 4 x 15 min target setting interviews.
21	9/2/09.	Personal Tutorials – 4 x 15 min target setting interviews.
HALF TERM.		
22	23/2/09.	Group Tutorials, review, career options, and educational options.
23	1/3/09.	Personal Tutorials – 4 x 15 min target setting interviews.
24	8/3/09.	Personal Tutorials – 4 x 15 min target setting interviews.
25	15/3/09.	Personal Tutorials – 4 x 15 min target setting interviews.
26	22/3/09.	End of term reviews
27	29/3/09.	End of term reviews
EASTER HOLIDAY.		
28	19/4/09	Personal Tutorials – 4 x 15 min target setting interviews.
29	26/4/09.	Personal Tutorials – 4 x 15 min target setting interviews.
30	3/5/09.	Personal Tutorials – 4 x 15 min target setting interviews.
31	10/5/09.	Personal Tutorials – 4 x 15 min target setting interviews.
32	17/5/09.	Personal Tutorials – 4 x 15 min target setting interviews.
33	24/5/09.	Personal Tutorials – 4 x 15 min target setting interviews.
HALF TERM.		
34	7/6/08.	End of Year Progress reviews.
35	14/6/08.	End of Year Progress reviews.
36	21/6/09	End of Year Progress reviews
37	28/6/09	End of Year Progress reviews
38	2/7/09	End of Year Progress reviews

6 Unit Structure

First Diploma in Media ASSESSMENT SCHEDULE?UNIT DELIVERY 2009

<u>UNIT/LECTURER</u>	<u>DATE</u> <u>ALL UNITS TO BE COMPLETED BY 10th June 2009</u>
<u>Introduction To Media Industries</u> Kirsty Goddard/Paul Arnett Sept – Oct 2008	<u>Core Unit</u>
<u>Research For Media Production</u> Peter Root Oct – Dec 2008	<u>Core Unit</u>
<u>Introduction to Media Audiences & Products</u> Kirsty Goddard/Peter Root Dec- Jan 2009	<u>Core Unit</u>
<u>Video/Sound Production</u> Paul Arnett/Kirsty Goddard, Gillian McCartney Nov – March 2009	<u>Specialist</u>
<u>Animating Techniques</u> Peter Root Jan – March 2009	<u>Specialist</u>
<u>Interactive Media Production</u> Peter Root April – May 2009	<u>Specialist</u>
<u>Media Production Project</u> Paul Arnett, Peter Root, Kirsty Goddard, Charlie Towers, Gillian McCartney. April- June 2009	<u>Specialist</u>

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You will study for 7 units - 3 core units, and 4 specialist units. You will attain grades in these modules as the course progresses so that you are aware all times of your grades.

The 7 units you will be studying are as follows:

- Unit 1 Introduction To Media Industries
 - Unit 2 Research for Media Production CORE
 - Unit 3 Introduction to Media Industries and Products

 - Unit 4 Video Production
 - Unit 10 Animation Techniques SPECILAST
 - Unit 8 Interactive Media Production
 - Unit 17 Media Production Project
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Students studying for the First Diploma in Media will have the following resources to help successful completion of the course

- The I Movie Mac Editing software
- DVD authoring software
- Professional video/stills cameras
- Professional sound recording equipment.
- High specification Scanner.
- Photograph quality colour printers.
- A video player
- A CD\Tape player
- A DVD player
- Large screen video projector
- A large selection of Media books in both the library and in the classroom
- A selection of videos and DVDs to use for essays\projects etc

College rules will apply at all times. Your attention is particularly drawn to the following rules:

- No food or drink to be taken into any classroom or specialist teaching area.
- No mobile phones to be left switched on in lesson unless by prior agreement
- No listening to MP3 players etc under any circumstances
- Treat other members of the class with respect at all times
- Represent the college appropriately when on educational visits

- Conduct yourself orderly when working independently during class time in other areas of the college

Assignments – Guidance

You must hand in assignments on or before the deadline shown on the assignment cover sheet.

A pass is the highest grade which can be awarded for work handed in after the deadline date.

If a student is aware of any problems which will prevent the assignment being handed in on or before the dead line this should be raised by the student with the assessing tutor and an extension to the deadline date may be negotiated.

A pass, merit or distinction is then awarded following the normal criteria.

If the assignment is handed in more than one week after the deadline (including an extended deadline) a fail will be awarded for that assignment.

Please see above for a description of the assessment criteria.

Every assignment must include the following:

- An assignment Topsheet, this should be the first sheet of your assignment as it shows the assessing tutor, your name, the unit title, the deadline and the assignment title.
- The assignment cover sheet
- Student action plan
- Student class notes
- Any handouts distributed by your tutor
- Student research
- The assignment i.e. essay, report, script, audio/video tape, mini disc etc. as appropriate. All work must be clearly labelled
- Your evaluation

How do I evaluate my work?

The importance of evaluation is that you make an examination of the subject and extract information that is going to be useful to you. If you simply write, “*I thought the assignment was good*” or “*I enjoyed doing this assignment*” this will not help you in the future. Another common mistake is to simply list the times you couldn’t book equipment or resources. It may be important to mention these problems but you should expand your evaluation with the assistance of the list below.

You should use this list as a guide to writing your evaluations. You may be able to think of other issues.

- Why you chose to do the work the way you did?
- What research did you do?
- Skills you used that you had acquired previously
- New skills you learned
- Skills you used, but need to improve
- How well you communicated with others; in your production group, the class, staff and technicians
- How you managed your time?
- How you helped to manage others and influence them?
- Problems you encountered and how you solved them
- Describe any complicated processes you had to go through
- How well you took or gave instruction?
- How well you achieved your goals or initial aims?
- How and why your goals or initial aims were modified?
- How well you performed your production role?
- Did you seek help from other students, technicians or teaching staff?
- Which equipment did you use?
- What do you need to do to improve your skills or knowledge?
- What next?
- A comment on the ease or difficulty of written work
- Sum the experience in terms of learning and training

SUGGESTED READING LIST

Editing with Avid by Roger Shufflebottom – Published by Focal Press -2001. ISBN 0240 51678 8

Barker M, Arthurs J, and Harindranath R — *The Crash Controversy: Censorship, Campaigns and Film Reception* (Wallflower Press, 2001)

Bordwell D and Thompson K — *Film Art: An Introduction, 4th Edition* (McGraw-Hill Inc, 1993)

Hill A — *Shocking Entertainment: Viewer Response to Violent Movies* (John Libbey Media, 1997)

Lacey N — *Introduction to Film* (Palgrave Macmillan, 2004)

Nelmes J (editor) — *An Introduction to Film Studies, 3rd Edition* (Routledge, 2003)

Millerson G — *Video Production Handbook, 3rd Edition* (Focal Press, 2001)

Musberger R — *Single Video Camera Production* (Focal Press, 2002)

Patz D — *Film Production Management and Coordination* (Butterworth-Heinemann, 2002)

Peacock J — *The Print and Production Manual* (PIRA International, 1998)

Strauss R — *Developing Effective Web Sites: A Project Manager's Guide* (Focal Press, 2002)

Jones C and Joliffe G — *The Guerrilla Film Makers Handbook* (Continuum, 2007)

Ellis J. C — *The Documentary Idea* (Prentice Hall, 1989)

Adams S — *Interviewing for Journalists* (Routledge, 2001)

Bruzzi S — *New Documentary: An Introduction* (Routledge, 2000)

Evans R — *Practical DV Film Making* (Focal Press, 2002)

Flint A — *User's Guide to Copyright* (Butterworths, 1997)

Block B — *The Visual Story* (Focal Press, 2001)

Hardy P — *Filming on a Microbudget* (Pocket Essentials)

Chater K — *Research for Media Production, 2nd Edition* (Focal Press, 2001)

Barnouw E – *Documentary. (Oxford Press 1992)*

Rabiger M – *Directing Documentary. (Focal Press 1997)*

Web Design: Flash Sites (Icons) Publisher: Taschen (1 Jun 2006) Language English, French, German



Art of the Digital Age Publisher: Thames & Hudson Ltd (Jul 2006) Language English

Price S – Media Studies (Focal Press, 1993)

Stafford Roy – The Media Students Book (Routledge, 2000)

Nelmes Jill – An Introduction to Film Studies (Routledge 1999)

Berger A – Media Research Techniques (Sage Publications, 1991)

Alkin G – Sound Recording & Reproduction – 3rd Ed (Focal Press, 1997)

British Broadcasting Corporation – Producers Guidelines (BBC, 1996)

Gates R – Production Management for Film & Video – 2nd Ed (Focal Press)

Hartwig R L – Basic TV Technology – 2nd Ed (Focal Press, 1995)

Boyd A – Broadcast Journalism: Techniques of Radio & TV News (Focal Press, 1997)

Jay A – Effective Presentation (BIM, 1987)

Croton G – From Script to Screen (BBC Training Manuals, 1986)

Paice E – The Way to Write for TV (Elm Tree Books, 1987)

Parker P – The Art and Science of Screenwriting (Intellect, 1999)

Popper F – Art of the Electronic Age (Thames & Hudson, 1997)

Tyler P – Underground Film, A Critical History (Da Capo Press, 1995)

Barnouw E – Documentary (Oxford University Press, 1992)

Rabiger M – Directing the Documentary (Focal Press, 1997)

Diazzo – Directing the Corporate Video (Focal Press, 1992)

Evening M – Adobe Photoshop for Photographers (Focal Press, 1998)

Crisell A – An Introductory History of British Broadcasting (Routledge, 1997)

Useful Websites

www.bfi.org.uk

www.bbc.co.uk

www.mtv.co.uk

www.photovision.co.uk

www.britmovie.co.uk

www.synthzone.com

www.prs.co.uk

www.bva.org.uk

www.avid.co.uk

www.medialearners.com

www.adobe.com

www.youtube.com

www.bbc.co.uk

www.filmeducation.co.uk

www.prs.co.uk

www.bfi.org.uk

www.tv-ark.org.uk

www.synthzone.com

www.avid.co.uk

www.britfilms.com

www.englishandmedia.co.uk

www.bbc.co.uk/writersroom

www.broadcastnow.co.uk

www.shootingpeople.org/account/auth.php

www.skillset.org.uk

www.ukfilmcouncil.org.uk

www.media.guardian.co.uk

www.impawards.com

www.apple.com/trailers/

www.imdb.com

www.digitalartsonline.co.uk

www.computerarts.co.uk

www.bbcfootage.com

www.dscoop.com

www.prs.co.uk

www.sounddogs.com/start.asp

The Facilities

The Performing Arts Centre is used for all Film Screenings in the lecture theatre on the large full scale cinema screen.

We have recently upgraded the facilities within the main College building, these include: Avid & Final Cut Pro editing suites, Sony DV Cameras and Adobe Photoshop CS3.

Editing Suite – Room 108

The Avid editing suites use Avid DV Pro software, editing programmes can be uploaded to the web or downloaded to DVD. These systems will give you knowledge of no-linear editing.

Cameras are bookable for overnight loans, but students must provide proof of insurance and leave a 20 pound deposit & ID Card. All students are responsible for the camera and sound kits, and that is charged and in working order on release and return.

Room 107

This is a classroom-based resource, where all theoretical lessons will take place.

“Technology is important, primarily because it should force us to do new things – rather than because it enables us to do old things better”

Peter Drucker