

The Visual Arts Department at LPGS 2020-21

A Student Guide Booklet to the Pearson BTEC Level 3 National Diploma in Creative Digital Media



"Every child is an Artist. The problem is how to remain an Artist once we grow up."
(Pablo Picasso)

Statement from the Visual Arts Department

Creative Digital Media is both a form of communication and a means of expressing ideas and feelings. It forms a language which complements that of literary, mathematical, scientific and factually based subjects. Creative Digital Media is especially concerned with the development of those complex mental processes involved in visual perception and aesthetic experience. Creative Digital Media provides opportunity for personal expression and encourages imagination, sensitivity, conceptual thinking, powers of observation, analytical abilities and fosters practical skills. Students are taught by an enthusiastic and hard-working team of highly qualified staff. High quality of outcomes is consistently promoted across the department.

What we expect from our students

We want our students to:

- Demonstrate an awareness and competence in identifying opportunities and issues which can be investigated through Creative Digital Media activity.
- Record from direct observation and personal experience, perceive, understand and express concepts and feelings, to experiment and innovate imaginatively.
- Demonstrate a greater awareness and expertise in those areas of creative thinking which can be expressed through the process of designing, making and evaluating.
- Acquire knowledge and understanding of materials, equipment, tools, and techniques to enable them to design and make quality work to the best of their ability of which they can be proud.
- Develop valuable skills such as researching, recording, analysing, inventing, communicating, manipulating, constructing, resourcefulness, discriminating and evaluating which can be deployed in their work.
- Recognise that skills and knowledge, acquired through Creative Digital Media activity, can be applied constructively in other areas of the curriculum.
- Acquire and apply a greater understanding and awareness of Creative Digital Media and its continually developing role in society.
- Appreciate the increasingly important contribution which Creative Digital Media makes in providing growth within the economy, which accounts for increasing employment opportunities via the leisure, entertainment, heritage industries, fashion and product design and export.
- Demonstrate an awareness of the role of Creative Digital Media in relation to the environment and environmental issues.
- Develop a wider interest in Creative Digital Media that extends into their lives beyond the school.
- Recognise the significance and value of using ICT in Creative Digital Media, applying these skills in both designing and making so as to enhance quality and achievement.

Facilities within the Visual Arts Department

Students working within the Visual Arts Department can enjoy a huge range of facilities to assist them in their learning and making as their courses develop.

- We have two dedicated computer rooms T003 and T104 for carrying out high quality Digital Photographic work and computer-based Graphics, Animation and Film; equipped with high spec computers all of which run the full Adobe CC software such as Photoshop, Lightroom, Adobe Prem, Adobe After Effects etc.
- We have 2 large Art teaching rooms downstairs and 2 large Textiles teaching rooms upstairs which are equipped to carryout subject specific skills within each dedicated area.
- Upstairs is a dedicated print making studio, fully equipped to carryout processes such as silk screen printing, dry point etching, collagraph printing etc.
- The main foyer area acts as a working area, an exhibition space and also a photographic studio, fully equipped with an array of lighting and backdrops for studio based photographic work.
- We have a dedicated animation room to carry out stop frame animation techniques and still life photography
- We also have 2 darkrooms to carryout traditional analogue/wet photography, alongside our Digital Photographic work.
- Finally, we have a pottery room with 2 large clay Kilns for carrying out three-dimensional clay aspects of project work.

As you can see you are entering an environment that has been developed over time to support your needs on your course. Please aim to use this space effectively in your developing work; treat it with maturity and respect and consider others when using and cleaning the space. Treated with respect this great hub of vibrant activity will give you a sense of belonging and meaning and will enable you to develop rich and exciting work on your journey in The Visual Arts.

About your course

Pearson BTEC Level 3 National Diploma and Extended Certificate in Creative Digital Media

This qualification is designed for post-16 learners who want to study Creative Digital Media related degree courses in higher education. Learners gain knowledge and understanding of visual communication and the creative process to develop their creative voice. Learners develop an understanding of the importance and influence of the work of artists/creatives and designers to develop and realise their creative intentions. They produce a portfolio of Creative Digital Media work to support progression to higher education. Optional units allow learners to gain knowledge in areas such as sound recording, camera operation, lighting techniques, animation, script writing.

We offer 2 qualification levels – both are studied over two years:

Pearson BTEC Level 3 National Extended Certificate in Digital Film and Video Production - This course is made up of 5 units of work of which 2 are Mandatory and 1 of these are external. The other 3 units are selected by staff to build a rich and diverse course, enabling students to develop a varied portfolio ready for application to higher level courses and work placements.

Pearson BTEC Level 3 National Diploma in Film and Television Production - This course is made up of 10 units of work of which 4 are Mandatory and 2 of these are external. The other 6 units are selected by staff to build a rich and diverse course, enabling students to develop a varied portfolio ready for application to higher level courses and work placements.

The mandatory units **MUST** be studied by all students:

UNIT 3 – DIGITAL MEDIA SKILLS – (dip and ext cert)

UNIT 7 – MEDIA ENTERPRISE – (dip only)

UNIT 8 – RESPONDING TO A COMMISSION – (dip only)

UNIT 10 – FILM PRODUCTION – (dip and ext cert)

Of the mandatory units 3 and 8 are all externally set and assessed – staff guide you through this process during the course.

Of the mandatory units 7 and 10 are internally set and assessed – staff guide you through this process during the course.

In addition to the mandatory units there are further optional units of work which have been selected by staff as follows:

OPTIONAL UNITS

UNIT 19 – SCRIPT WRITING - (dip and ext cert)

UNIT 20 – SINGLE CAMERA TECHNIQUES – (dip only)

UNIT 21 – FILM EDITING – (dip and ext cert)

UNIT 23 – STOP MOTION ANIMATION – (dip only)

UNIT 25 – SOUND RECORDING – (dip only)

UNIT 36 – LIGHTING TECHNIQUES – (dip and ext cert)

These units are internally set and assessed – staff guide you through this process during the course.

Each unit of work is delivered by different staff. Staff will introduce you to units of work and they will guide you through the work you need to do:

EFJ – Mr Fox Joyce – Head of Visual Arts

NOT – Ms O’Toole

It is vital that you engage with your different subject teachers quickly and that you fully immerse yourself in your working practice as quickly as possible in order to utilise your time well and develop into a reflecting, inquiring and independent young Artist.

Units of work are delivered to you at set times during the academic year. Please see the attached Assessment Plan for details on set deadlines throughout the year. It is vital that you stick to these key dates. You are not permitted to change any of these dates. If due to long term illness or other issues you are unable to meet a certain date then you must discuss this matter with Mr Fox Joyce (Head of Art).

Internal units are assessed by staff at the set times. If staff deem that a student could make improvements on their work after the first assessment, then they will inform the student about this. A period of 15 days is given in which the student can rework their work and then resubmit to the same teacher for reassessment. This can only happen once and must happen within the stipulated time frame.

You will receive a grade for each unit of work as you develop through the course and these should be mapped on the attached grade sheet for your record. Grades

are set as – Fail/Pass/Merit/Distinction – each unit that you work on clearly states set criteria that you need to demonstrate in order to be able to meet the set grades – your teachers will guide you through this process. External units are set at certain points in the year, they could be anything from an hours work to 5 hours work or more. The completed work is then sent to the exam board to assess and grades are published in August each year.

Materials needed for the course

In order to carry out the practical work you will need to make you must buy various materials. You will need different materials for the different types of areas that you are going to work in. All students are required to purchase the following essential items:

An external harddrive – 1TB in size – to store large digital files

An SD card or 2 – 16GB or 32GB – to use in school cameras – and store digital files

It is important that all students look after their own equipment and that they ensure that they bring the correct equipment with them to every lesson.

The Future

Most students on completing this course go on to study a Creative Digital Media related course at a higher level. Normally students go on to study a further year on a general foundation course and then they move on to a specific Degree course.

Department staff are able to offer advice and support to students on making choices about further courses and the application process. We invite in guest speakers from universities to talk about their courses and we invite back ex-students to share their experiences of the various course that they have studied with you.

Many of our students have progressed through a general Foundation course and then on to degree courses in areas such as, Film, Animation, Photography, Media Production, Editing etc

Students can also go directly into work placements and we have many students who have used this route in order to move directly into the Creative Digital Media Industries in areas such as Photography, Film, Animation, Editing etc

The Future really is bright for those seeking a career within the Arts Industries. Recent government figures state that: **Creative industries are worth almost £10 million an hour to the British economy**