

## **Unit Mapping – QCF BTEC Creative Media Production (2010) to Creative Media Practice (2019)**

This mapping document is designed as a guide to indicate where the unit content identified within the unit specification of the QCF BTEC National Extended Diploma in Creative Media Production (2010) and can be mapped to the Pearson BTEC Level 3 National 540 Diploma and Extended Diploma in Creative Media Practice (2019).

This document should act as a guide only and centres are advised to consider how current delivery approaches can be adapted to fit in with the new specification. Due to the nature of creative production processes, there is an integral cycle involving: research (primary, secondary, contextual), generation and development of ideas, and production and editing of work/assets to produce final outcomes. Variations of this process are inherent across many of the QCF units and the same approach can easily be applied to all assessments in the new specification.

**The table below summarises the main links between the 2010 QCF units and the 2019 units**

<b>2010 QCF L3 Creative Media Production units</b>	<b>Assessment Unit</b>	<b>Assessment Criteria</b>
QCF Units 1, 3, 6	A1 – Skills Development	A1.1 Explore and develop investigation skills for informing ideas
QCF Specialist Production Based Units 16-23, 27-38, 40-42, 44-78	A1 – Skills Development	A1.2 Explore and develop problem solving skills
QCF Specialist Production Based Units 16-23, 27-38, 40-42, 44-78	A1 – Skills Development	A1.3 Explore and develop creative technical skills
QCF Units 1, 7 (8-13)	A1 – Skills Development	A1.4 Explore and develop professional skills and behaviours
QCF Unit 2	A1 – Skills Development	A1.5 Explore and develop communication skills
QCF Units 1, 3, 4,5,6	A2 – Creative Project	A2.1 Inform ideas in response to a creative brief
QCF Unit 5, Specialist Production Based Units 16-23, 27-38, 40-42, 44-78	A2 – Creative Project	A2.2 Apply problem solving skills in response to a creative brief
QCF Unit 5, Specialist Production Based Units 16-23, 27-38, 40-42, 44-78	A2 – Creative Project	A2.3 Apply technical skills in response to a creative brief
QCF Units 1, 4	A2 – Creative Project	A2.4 Demonstrate professional skills and behaviours in response to a creative brief
QCF Units 2, 4	A2 – Creative Project	A2.5 Apply communication skills in response to a creative brief

QCF Units 7-15	B1 – Personal Progression	B1.1 Inform ideas for progression into a creative career
QCF Units 3, 7-15	B1 – Personal Progression	B1.2 Apply problem solving practice to develop a strategy for career progression
QCF Units 7-15	B1 – Personal Progression	B1.3 Create materials for career progression using technical practice
QCF Units 7-15	B1 – Personal Progression	B1.4 Demonstrate professional practice and behaviours in relation to career progression aspirations
QCF Unit 2	B1 – Personal Progression	B1.5 Apply communication skills to support progression into a creative career
QCF Units 1, 3, 4,5,6	B2 – Creative Industry Response	B2.1 Inform ideas for a response to a creative industry brief
QCF Unit 5, Specialist Production Based Units 16-23, 27-38, 40-42, 44-78	B2 – Creative Industry Response	B2.2 Apply problem solving practice to develop solutions in response to a creative industry brief
QCF Unit 5, Specialist Production Based Units 16-23, 27-38, 40-42, 44-78	B2 – Creative Industry Response	B2.3 Apply technical practice in response to a creative industry brief
QCF Units 1, 4	B2 – Creative Industry Response	B2.4 Demonstrate professional practice and behaviours in response to a creative industry brief
QCF Units 2, 4	B2 – Creative Industry Response	B2.5 Apply communication skills in response to a creative industry brief

## Section 1 - Mandatory Units

Mandatory units from all sizes of the QCF specification have been mapped at Learning outcome level to indicate where the unit content and assessment criteria can be delivered and assessed in the new specification.

2010		2019		
Unit	Learning Outcome	Module	Assessment Unit	Assessment criteria/content reference
<b>Unit 1 Preproduction Techniques</b>	1 Understand requirements for a specific media production	A & B	A1 Skills Development A2 Creative Project B2 Creative Industry Response	A1.1 Explore and develop investigation skills for informing ideas A2.1 Inform ideas in response to a creative brief B2.1 Inform ideas for a response to a creative industry brief
	2 Be able to prepare pre-production documentation for a specific media production	A & B	A1 Skills Development B2 Creative Industry Response	A1.4 Explore and develop professional skills and behaviours B2.4 Demonstrate professional practice and behaviours in response to a creative industry brief
	3 Be able to apply pre-production planning for a specific media production.	A & B	A2 Creative Project B2 Creative Industry Response	A2.4 Demonstrate professional skills and behaviours in response to a creative brief B2.4 Demonstrate professional practice and behaviours in response to a creative industry brief
<b>Unit 2 Communication Skills</b>	1 Be able to extract information from written sources	A	A1 Skills Development	A1.1 Explore and develop investigation skills for informing ideas
	2 Be able to create a report in a media production context	A & B	A1 Skills Development A2 Creative Project B2 Creative Industry Response	A1.5 Explore and develop communication skills A2.5 Apply communication skills in response to a creative brief B2.5 Apply communication skills in response to a creative industry brief
	3 Be able to pitch a media production proposal using appropriate technology.	A & B	A1 Skills Development A2 Creative Project B2 Creative Industry Response	A1.5 Explore and develop communication skills A2.5 Apply communication skills in response to a creative brief B2.5 Apply communication skills in response to a creative industry brief

<b>Unit 3 Research Skills</b>	1 Understand the nature and purposes of research in the creative media industries	A & B	A1 Skills Development A2 Creative Project B2 Creative Industry Response	A1.1 Explore and develop investigation skills for informing ideas A2.1 Inform ideas in response to a creative brief B2.1 Inform ideas for a response to a creative industry brief
	2 Be able to apply a range of research methods and techniques	A & B	A2 Creative Project B2 Creative Industry Response	A2.1 Inform ideas in response to a creative brief B2.1 Inform ideas for a response to a creative industry brief
<b>Unit 4 Production Management Project</b>	1 Be able to originate, develop and research an idea for a media product	A & B	A2 Creative Project B2 Creative Industry Response	A2.1 Inform ideas in response to a creative brief B2.1 Inform ideas for a response to a creative industry brief
	2 Be able to pitch a proposal for a media product	A & B	A2 Creative Project B2 Creative Industry Response	A2.5 Apply communication skills in response to a creative brief B2.5 Apply communication skills in response to a creative industry brief
	3 Be able to manage a production process to create a media product	A & B	A2 Creative Project B2 Creative Industry Response	A2.4 Demonstrate professional skills and behaviours in response to a creative brief B2.4 Demonstrate professional practice and behaviours in response to a creative industry brief
<b>Unit 5: Working to a Brief</b>	1 Understand the requirements of working to a brief	A & B	A2 Creative Project B2 Creative Industry Response	A2.1 Inform ideas in response to a creative brief B2.1 Inform ideas for a response to a creative industry brief
	2 Be able to develop a planned response to a brief	A & B	A2 Creative Project B2 Creative Industry Response	A2.2 Apply problem solving skills in response to a creative brief B2.2 Apply problem solving practice to develop solutions in response to a creative industry brief
	3 Be able to apply a response to a brief	A & B	A2 Creative Project B2 Creative Industry Response	A2.3 Apply technical skills in response to a creative brief B2.3 Apply technical practice in response to a creative industry brief

<b>Unit 6: Critical Approaches</b>	1 Understand how media producers define audiences for their products	A	A1 Skills Development	A1.1 Explore and develop investigation skills for informing ideas
	2 Understand how media producers create products for specific audiences	A	A1 Skills Development	A1.1 Explore and develop investigation skills for informing ideas
	3 Understand how media audiences respond to media products	A	A1 Skills Development	A1.1 Explore and develop investigation skills for informing ideas
	4 Be able to develop responses to media products	A & B	A2 Creative Project B2 Creative Industry Response	A2.1 Inform ideas in response to a creative brief B2.1 Inform ideas for a response to a creative industry brief
<b>Unit 7: Understanding the Creative Media Industries</b> <i>N.B. QCF 2010 Units 8 to 15 can also be mapped in a similar way for specific industry sectors, working freelance or developing a small business.</i>	1 Understand the structure and ownership of the media sector	B	B1 Personal Progression	B1.1 Inform ideas for progression into a creative career
	2 Understand ethical and legal constraints	A	A1 Skills Development	A1.4 Explore and develop professional skills and behaviours
	3 Understand the regulation of the media sector	A	A1 Skills Development	A1.4 Explore and develop professional skills and behaviours
	4 Know about employment opportunities and job roles in the media sector	B	B1 Personal Progression	B1.1 Inform ideas for progression into a creative career
	5 Be able to prepare personal career development material	B	B1 Personal Progression	B1.2 Apply problem solving practice to develop a strategy for career progression B1.3 Create materials for career progression using technical practice B1.4 Demonstrate professional practice and behaviours in relation to career progression aspirations B1.5 Apply communication skills to support progression into a creative career

## Section 2 - Specialist Production Based Units 16-24, 27-42, 44-78

These units are typically split into 3 or 4 outcomes requiring learners to understand the use of techniques, and to plan and produce a media outcome using the techniques. Content from any of these units can therefore be mapped as indicated.

2010		2019		
Unit	Learning Outcome	Module	Assessment Unit	Assessment Objective
<b>Units 16-24, 27-42, 44-78</b>	1 Understand/investigate – <i>Any research content of these units, including the investigation of professional work to inform ideas</i>	A/B	A1 Skills Development A2 Creative Project B2 Creative Industry Response	A1.1 Explore and develop investigation skills for informing ideas A2.1 Inform ideas in response to a creative brief B2.1 Inform ideas for a response to a creative industry brief
	2 Be able to plan... <i>Creative planning requirements for these units and any other applications of problem solving within the units</i>	A/B	A1 Skills Development A2 Creative Project B2 Creative Industry Response	A1.2 Explore and develop problem solving skills A2.2 Apply problem solving skills in response to a creative brief B2.2 Apply problem solving practice to develop solutions in response to a creative industry brief
	3 Be able to produce... <i>Production skills within these units can be mapped to A1.3/A2.3/B2.3</i> <i>Production management skills within these units can be mapped to A1.4/A2.4/B2.4</i> <i>The communication of any ideas within these units in either written or visual format, and the response to feedback via evaluations can be mapped to A1.5/A2.5/B2.5</i>	A/B	A1 Skills Development A2 Creative Project B2 Creative Industry Response	A1.3 Explore and develop creative technical skills A2.3 Apply technical skills in response to a creative brief B2.3 Apply technical practice in response to a creative industry brief A1.4 Explore and develop professional skills and behaviours A2.4 Demonstrate professional skills and behaviours in response to a creative brief B2.4 Demonstrate professional practice and behaviours in response to a creative industry brief A1.5 Explore and develop communication skills A2.5 Apply communication skills in response to a creative brief B2.5 Apply communication skills in response to a creative industry brief