

Unit Mapping – RQF BTEC Creative Media Production (2016) 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 RQF BTEC L3 Creative Digital Media Production (2016) qualifications 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 RQF 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 RQF 2016 units and the 2019 Units

RQF L3 Creative Digital Media Production (2016)	Assessment Unit	Assessment Criteria
Units 1,3,5,8	A1 – Skills Development	A1.1 Explore and develop investigation skills for informing ideas
Units 3,6,8	A1 – Skills Development	A1.2 Explore and develop problem solving skills
Unit 5, 9-43	A1 – Skills Development	A1.3 Explore and develop creative technical skills
Unit 5, 9-43	A1 – Skills Development	A1.4 Explore and develop professional skills and behaviours
Unit 5, 9-43	A1 – Skills Development	A1.5 Explore and develop communication skills
Units 1,3,5,8	A2 – Creative Project	A2.1 Inform ideas in response to a creative brief
Units 3,6,8	A2 – Creative Project	A2.2 Apply problem solving skills in response to a creative brief
Unit 5, 9-43	A2 – Creative Project	A2.3 Apply technical skills in response to a creative brief
Unit 5, 9-43	A2 – Creative Project	A2.4 Demonstrate professional skills and behaviours in response to a creative brief
Unit 5, 9-43	A2 – Creative Project	A2.5 Apply communication skills in response to a creative brief

Unit 2	B1 – Personal Progression	B1.1 Inform ideas for progression into a creative career
Unit 2	B1 – Personal Progression	B1.2 Apply problem solving practice to develop a strategy for career progression
Unit 2	B1 – Personal Progression	B1.3 Create materials for career progression using technical practice
Unit 2	B1 – Personal Progression	B1.4 Demonstrate professional practice and behaviours in relation to career progression aspirations
Unit 2	B1 – Personal Progression	B1.5 Apply communication skills to support progression into a creative career
Units 1,3,5,8	B2 – Creative Industry Response	B2.1 Inform ideas for a response to a creative industry brief
Units 3,6,8	B2 – Creative Industry Response	B2.2 Apply problem solving practice to develop solutions in response to a creative industry brief
Unit 5, 9-43	B2 – Creative Industry Response	B2.3 Apply technical practice in response to a creative industry brief
Unit 5, 9-43	B2 – Creative Industry Response	B2.4 Demonstrate professional practice and behaviours in response to a creative industry brief
Unit 5, 9-43	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 RQF Creative Digital Media Production specification have been mapped at Learning Aim level to indicate where the unit content and assessment criteria can be delivered and assessed in the new specification.

2010		2019		
Unit	Learning Aim	Module	Assessment Unit	Assessment criteria/content reference
Unit 1: Media Representations (external)	AO1 Demonstrate knowledge and understanding of media terminology, semiotics, theories, concepts and messages AO2 Apply knowledge and understanding of media concepts, semiotics, theories and formal techniques to constructed representations AO3 Analyse media texts to deconstruct representations and decode messages and evaluate their effectiveness and impact AO4 Make connections between polysemic messages underpinning media representations and their related values and effects on wider society	A	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
Unit 2: Working in the Creative Media Industry	A: Understand employment and career opportunities in the media sector	B	B1 Personal Progression	B1.1 Inform ideas for progression into a creative career

	B: Understand the structure and job roles in a media sector	B	B1 Personal Progression	B1.1 Inform ideas for progression into a creative career
	C: Produce profiles to gain employment in the media sector	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 B1.5 Apply communication skills to support progression into a creative career
	D: Use networking techniques to explore employment opportunities in the digital media sector	B	B1 Personal Progression	B1.2 Apply problem solving practice to develop a strategy for career progression 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
Unit 3: Digital Media Skills (external)	AO1 Apply knowledge and understanding of media production processes and skills when responding 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
	AO2 Demonstrate application of knowledge and understanding to source appropriate assets in responses to a brief AO3 Demonstrate selection and use of appropriate skills required for asset management AO4 Demonstrate application of appropriate technical skills in	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 A2.3 Apply technical skills in response to a creative brief B2.3 Apply technical practice in response to a creative industry brief A2.4 Demonstrate professional skills and

	the creation of a media product AO5 Synthesise ideas in order to produce creative responses that meet the needs of the brief			behaviours in response to a creative brief B2.4 Demonstrate professional practice and behaviours in response to a creative industry brief A2.5 Apply communication skills in response to a creative brief B2.5 Apply communication skills in response to a creative industry brief
Unit 4: Pre Production Portfolio	A Understand the requirements of pre-production of a digital media product	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
	B Carry out pre-production for a digital media product	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 A2.3 Apply technical skills in response to a creative brief B2.3 Apply technical practice in response to a creative industry brief
	C Produce a pre-production portfolio for a creative media production D Review pre-production of a digital 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 A2.5 Apply communication skills in response to a creative brief B2.5 Apply communication skills in response to a creative industry brief

**Unit 5: Specialist
Subject
Investigation
(external)**

AO1 Demonstrate knowledge and understanding of methods, skills and techniques related to carrying out research into issues in media	A	A1 Skills Development	A1.1 Explore and develop investigation skills for informing ideas
AO2 Apply knowledge and understanding of methods, skills and techniques to research issues and debates in a specialist area of study in media AO3 Analyse information and data related to research in a specialist area of study, demonstrating the ability to interpret the potential impact and influence of the research on media issues and debates AO4 Evaluate research into media and be able to draw conclusions from research data on contemporary media issues and debates	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

Unit 6: Media Campaigns

A Understand the purpose and features of media campaigns	A	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
B Develop a cross-platform media campaign	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
C Produce a cross-platform media campaign D Review a cross-platform media campaign	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
Unit 8: Responding to a Commission			
AO1 Demonstrate knowledge and understanding of media production processes and related considerations when responding 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
AO2 Apply knowledge and understanding of media production processes in context, demonstrating how constraints affect decisions and the ability	A & B	A2 Creative Project B2 Creative Industry Response	B2.3 Apply technical practice in response to a creative industry brief A2.4 Demonstrate professional skills and behaviours in response to a creative brief B2.4 Demonstrate professional practice and

to adapt to changes in requirements			behaviours in response to a creative industry brief
AO3 Analyse and interpret information related to the brief and evaluate solutions for implementation	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
AO4 Be able to respond creatively to a brief demonstrating the ability to synthesise a range of ideas	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 A2.5 Apply communication skills in response to a creative brief B2.5 Apply communication skills in response to a creative industry brief
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 – Optional Units

The RQF optional units shown below are typically split into 3 Learning Aims. Content from these units can be mapped as indicated.

2010			2019	
Unit	Learning Aim	Module	Assessment Unit	Assessment Objective
Units 9, 18-21, 23-25, 27-31, 33, 35-39, 42, 43	A- Investigate/ understand the use of techniques)	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
	B - Develop/explore the use of skills	A	A1 Skills Development	A1.2 Explore and develop problem solving skills A1.3 Explore and develop creative technical skills A1.4 Explore and develop professional skills and behaviours A1.5 Explore and develop communication skills
	C - Create (generate ideas for, plan and produce) a media outcome	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 A2.3 Apply technical skills in response to a creative brief B2.3 Apply technical practice in response to a creative industry brief 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 A2.5 Apply communication skills in response to a creative brief B2.5 Apply communication skills in response to a creative industry brief

Units 10-12, 14-17, 22, 34, 40, 41	A- Investigate/ understand the use of techniques	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 A1.3 Explore and develop creative technical skills
	B – Produce materials/ assets C - Use skills to develop final digital products	A & B	A1 Skills Development A2 Creative Project B2 Creative Industry Response	A1.2 Explore and develop problem solving skills A1.4 Explore and develop professional skills and behaviours A1.5 Explore and develop communication 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 A2.3 Apply technical skills in response to a creative brief B2.3 Apply technical practice in response to a creative industry brief 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 A2.5 Apply communication skills in response to a creative brief B2.5 Apply communication skills in response to a creative industry brief

**Units 13, 32, 40,
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A- Investigate/ understand the use of techniques	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 A1.3 Explore and develop creative technical skills
B – Develop ideas	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
C - Use skills to develop final digital products	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