

# Applied A Level Media: Communication and Production

## Introduction

Media Studies is one of the most important subjects because much of our understanding of the world, and ourselves, comes from television, movies, music, the internet and so on. Many students are attracted to it because they associate the media with entertainment; however it also gives us information, something to talk about to friends and helps us gain a sense of who we are.

Studying the subject vocationally (when doing the BTEC First or Edexcel Applied A Level) means you will have to take on the role of media practitioners. So you must take responsibility for *all* of your work; your teacher will show you how to do it and offer advice and help when it's needed. However, if you don't do the work then you will fail.

The purpose of this handbook is to offer guidance and a clear set of rules so there can be no misunderstanding if, for example, you miss a deadline and so get a zero mark. Saying you haven't read the handbook will not be an acceptable defense; it is your responsibility to know what you are meant to be doing. If in doubt always ask your teacher.

Nick Lacey  
Curriculum Leader, Media

## Rules

- Everything must be your own work or you can show you have copyright clearance (which might include evidence that the material is out of copyright)
- You may quote or cite other material but this must be acknowledged
- You must be aware of the rules and regulations governing the photography/recording of material in public and get permission from participants wherever necessary
- Anyone plagiarizing work will risk not being entered and will have to begin the unit again
- You should help, if necessary, your fellow students in their production work and this can be assessed as part of your A2; this must be clearly evidenced
- Anyone who fails to meet deadlines will need to attend post-2.45pm catch-up sessions
- If you fail to hand work in on time then you may receive a zero mark
- You should offer support to your fellow students
- If you are in any difficulty regarding finishing work you need to inform your teacher(s) at the earliest instance

The staff will endeavour to return assessed work within a week of it being submitted with full annotation to enable the student to, if necessary, improve assignments. Should the student be unhappy with any aspect of teaching s/he should inform the curriculum leader or a senior member of the college's management team.

## Software Available

### Networked:

Access - Database  
Adobe Acrobat Professional  
Dreamweaver - web authoring  
Excel - spreadsheet  
Flash - animation  
Fireworks - image manipulation  
Freehand - drawing  
Smart Ideas - planning  
PagePlus - DTP  
Photoshop  
Powerpoint - presentation  
Word - word processing

### S20:

Premiere Pro - AV editing  
Audition/Audacity - audio editing  
Encore - DVD authoring  
In Design - DTP  
Monkeyjam - animation  
Celtx - production planning  
PlannerPortable - Project Management