

CREATIVE MEDIA

COURSE OVERVIEW

Creative Media Production is designed to inspire and enthuse learners who are considering a career in the creative media industries. It will give learners the opportunity to gain a broad understanding and knowledge, and develop skills, across the creative media sectors, e.g. planning and pitching a digital media product, moving images and print design.

Component 1: Exploring Media Products – Learners will develop their understanding of how media products create meaning for their audiences. Learners will examine existing products and explore media production techniques.

Component 2: Developing Digital Media Production Skills – Learners will develop skills and techniques in media production processes by reworking media products from the audio/moving image sector.

Component 3: Create a Media Product in Response to a Brief (External Assessment)

Learners will apply and develop their planning and production skills and techniques to create a media product in response to a client brief

KNOWLEDGE & SKILLS DEVELOPED

Students will cover a range of areas:

- Investigation of different media products and their purpose. Explore how media products are created to provide meaning and engage audiences.
- Develop media production skills and techniques. Apply media production skills and techniques.
- Review own progress and development of skills and practice.
- How to deconstruct media products to examine how media production techniques combine to create meaning for an audience through analysis, note taking, talks and practical workshops.
- Genre, narrative, representation and audience interpretation.

Qualification: **BTEC**

Awarding Body: **EDEXCEL**

ASSESSMENT METHOD

There are 3 components to the course:

Component 1:

Exploring Media Products – internal assessment – 30%

Component 2:

Developing Digital Media Production Skills – internal assessment – 30%

Component 3

Create a Media Product – externally assessed - completed in controlled conditions – 40%

POST 16 OPPORTUNITIES AND CAREERS

The creative media sector is a dynamic, growing and rewarding sector. New opportunities are arising continually. The UK's creative industries as a whole are now worth over £84 billion per year to the UK economy. The industry involves a wide range of practical processes, skills and techniques-from broadcast media to increasingly interactive products and platforms. This course will open the doors to further study of a vocational qualification at Level 3, such as a BTEC in Media at Kimberley College.



“This is a great opportunity to look at and understand different forms of media that we use every day.”

