

Name of Course: BTEC Level 1/Level 2 Tech Award in Creative Media Production

Examination Board: Pearson

Faculty Teacher: Mr A Whittingham

Faculty Leader: Mr K Scarth

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Outline of Course:

The UK's creative industries as a whole are now worth over £115 billion per year to the UK economy. Working in the creative media industry involves a wide range of practical processes, skills and techniques – from broadcast media to increasingly interactive products and platforms. Digital technology continues to evolve, however, what never changes is the power of media products to enthrall, intrigue and affect audiences.

The course will cover a number of aspects, such as analysing film, film trailers, film posters and websites, understanding the production techniques involved. Following on from learning about these techniques, students will put them into practice to demonstrate they can produce an effecting moving image product, which will take the form of a short horror film. Finally, students will be given a scenario in which they must discuss audiences, consider research and produce a moving image product to meet the needs of the brief.

How is the course assessed: The course is made up of two coursework components, internally marked, and one external assessment:

Component 1: Exploring Media Products (30%, Internally Assessed Assignment)

- Aim: learn about the sector and investigate media products across the following sub-sectors:
 - audio/moving image (TV programmes, films, video shorts, animations, radio broadcasts)
 - publishing (newspapers, magazines, books, e-magazines, comics)
 - interactive (websites, mobile applications, mobile games, video games, online games).

Component 2: Developing Digital Media Production Skills (30%, Internally Assessed Assignment)

- Aim: develop technical skills and techniques in the chosen discipline of moving image products (short films)

Component 3: Create a Media Product in Response to a Brief (40%, Externally Assessed)

- Aim: apply digital skills and techniques by responding to a digital media brief.

Potential Career Pathways: Future employment could be any number of areas, some of which may not even exist at the moment; such is the pace of change in the creative industries. Some considerations may be:

TV/Film Producer - <https://nationalcareers.service.gov.uk/job-profiles/tv-or-film-producer>

Camera Operator - <https://nationalcareers.service.gov.uk/job-profiles/tv-or-film-camera-operator>

Games Designer - <https://nationalcareers.service.gov.uk/job-profiles/computer-games-developer>

Web Developer - <https://nationalcareers.service.gov.uk/job-profiles/web-developer>

App Developer - <https://nationalcareers.service.gov.uk/job-profiles/app-developer>

Broadcast Journalist - <https://nationalcareers.service.gov.uk/job-profiles/broadcast-journalist>

The creative industry is huge, so there are many, many more possibilities - <https://nationalcareers.service.gov.uk/job-categories/creative-and-media>