

CREATIVE MEDIA PRODUCTION

What is this subject?

Creative Media Production is the study of techniques and technologies in the media sector. The media includes television, radio, print and interactive media. This course helps students to explore different media formats while also acquiring some of the skills needed to create a variety of media products, for example, videos, photographs, audio recordings, articles etc. This subject will help students to develop skills in creativity, communication and organisation as they create a range of well-planned and interestingly designed media products.

Qualifications and course requirements

BTEC Level 1 Introductory in Digital Media Award/Certificate/Diploma.

100% coursework. 2 units will achieve an Award; 5 units will achieve a Certificate; 10 units will achieve a Diploma.

If students want to do a Level 3 college course, there is the opportunity to take **BTEC Technical Level 1/Level 2**. This will involve four pieces of coursework and an exam that makes up 40% of the course.

Examples of other qualifications that students might want to work towards include The Prince's Trust Award; Health and Safety course.

Examples of units

- Creating a storyboard
- Producing an advert
- Creating an animation
- Shooting a short film
- Making an audio recording.

What future jobs and college courses can students go onto?

Students should be able to progress onto Level 2 college courses and onto jobs such as:

- **Television/film:** videographer, director, editor, technician, animator
- **Radio:** presenter, producer, editor, broadcast assistant
- **Print:** journalist, editor, photographer
- **Interactive:** graphic design, coding, games developer.

Possible visits and work experience

Students will visit different media companies including TV and radio studios and newspaper offices to learn about various types of media and the vast range of careers in the media sector. Students will work with a wide range of professionals such as videographers, journalists and photographers to achieve their project outcomes.