

COURSE TITLE

**BTEC Creative Digital Media
Production**

Exam Board: Pearson

AIMS OF THE COURSE

Candidates are expected to develop an understanding of the theoretical and practical aspects of media, whilst also develop an understanding of the media industry.

WHAT WILL YOU STUDY?

You will learn about the way in which pre-production occurs before any media product is actually made, which entails the processes that are followed, the way these are documented, how the planning takes place and all of the legal and ethical regulations and requirements that need to be taken into consideration.

You will learn about the way media texts and products represent different people, places and groups; explore the reasons behind this and also the different ways in which these affect audiences.

You will learn about the way the media organisations would respond to commissions in order to generate business; how they would use data, existing products and surveys to target particular audiences and then how their media language choices (font, colours, setting, narrative, music, images etc) would target these target audiences. You will also learn how to produce and edit your own film.

HOW WILL YOU BE ASSESSED?

Two units are assessed by coursework; one a pre-production portfolio and one short narrative film and an essay/report based on genre.

Two units are assessed by exams; one of these is a computer based exam, based on representations in the Media, the other is a longer exam responding to a commission set by the exam board, that you have two weeks beforehand to prepare for.

WHAT WIDER SKILLS WILL YOU DEVELOP?

- Presentation and extended writing skills
- Report and industry styled writing skills
- Critical thinking analytical and evaluative skills
- Media industry research and evaluation skills
- Photography skills
- Creative skills
- Film making and editing skills

WHAT ARE THE FUTURE OPTIONS FROM THE COURSE?

Further study at university such as degrees in Media / Communications / English / Film Studies / Cultural Studies / Sociology / Business Studies.

Apprenticeships or careers in Media / Communications / PR / Branding / Advertising / Business.