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| **Course name:** Creative Media Production |
| **Which course/ syllabus will I be following?** Technical Award Pearson BTEC Level 2  |
| The digital sector is a major source of employment in the UK, with 1.46 million people working in digital companies and around 45,000 digital jobs advertised at any one time. Digital skills span all industries and almost all jobs in the UK today require employees to have a good level of digital literacy. **The BTEC Tech Award in Creative Media Production** is a practical introduction to life and work in the media industry, with an emphasis on the use of digital technologies. You will explore different areas of the media sector whilst developing technical skills and techniques to create range of digital media products for radio, TV, film, and online sectors, including interactive products and platforms. The course offers exciting opportunities to explore potential careers in the media industry. |
| **How is the course assessed?**The course has two internally assessed components (30% weighting each), and one externally assessed component (40% weighting).**Component 1 – Exploring media products.** This unit investigates a range of media products across a range of sub-sectors: * **Audio/moving image**, including, TV programmes, films, video shorts, animations, radio broadcasts. You will study how films, TV and radio programmes are produced, including exploring the use of camerawork, lighting, sound and editing techniques.
* **Publishing**, including newspapers, magazines, books, e-magazines, and comics. You will explore layout and design, photographic and image editing techniques.
* **Interactive media,** such as websites, mobile applications, mobile games, video games, and online games. You will explore different features of these products, including user interfaces, playability, sound design, 3D and user interactivity.

**Component 2** - **Developing digital media production skills**. This unit focuses on developing technical skills and techniques for the audio/moving image, publishing or interactive sector. You will develop skills using a range of industry standard software.You will be assessed on both units by completing a *portfolio* of evidence. This can be submitted using a variety of formats, including written reports, blogs, workshop recordings, photographs, presentations and teacher observations.**Component 3** - **Creating a media product in response to a brief.**You will create a media product in response to a brief, applying the digital skills and techniques you have learnt. The set task is completed during 9 hours of supervised classroom based sessions in a period timetabled by the exam board (in Year 11). *Overall results* are awarded on the following scale: **Level 2** - Distinction\* (equivalent to Grade 8.5 GCSE), Distinction (Grade 7 GCSE), Merit (Grade 5.5), Pass (Grade 4).  |
| **Which careers/ post 16 courses will this course help me to prepare for?**The BTEC qualification will prepare you for a range of post-16 qualifications, including Media and Communication, Graphic Design, Photography and Art and Design. The course also teaches essential IT skills useful in all routes of employment, including competency in using a wide range of application software, time management and efficient working practices.  |