



OLD BUCKENHAM  
HIGH SCHOOL

*Be the best we can be*

# OBHS KS4 Subject information

(Optional subject)

Title of course:

BTEC Tech Award Creative Media Production

Head of faculty: Mr Peter Jay





# Course Overview

## Why study .....

*Be the best we can be*

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. This course 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 a 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.





# Course Overview

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Component	What you will complete	Percentage of total marks	Internal/External
Component 1: <b>Exploring media products.</b>	<b>Audio/moving image</b> , including, TV programmes, films, video shorts, animations, radio broadcasts. <b>Publishing</b> , including newspapers, magazines, books, e-magazines, and comics. <b>Interactive media</b> , such as websites, mobile applications, mobile games, video games, and online games.	30%	Internally assessed
Component 2: <b>Developing digital media production skills</b>	This unit focuses on developing technical skills and practical techniques for audio and moving image products.	30%	Internally assessed
Component 3: <b>Creating a media product in response to a brief</b>	You will create a media product in response to a brief, applying the digital skills and techniques you have learnt.	40%	The set task is completed during 9 hours of supervised classroom based sessions in Year 11 and is externally assessed.





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- This an exciting new course to OBHS.
- It would be a good choice if you are interested in digital creative media.
- You will learn how to use cameras and sound equipment and how to edit video and audio content to create your own short films, music videos, radio shows and podcasts.
- You will explore how media companies target specific audiences for their products.

