

**Name of Course: BTEC Tech Award in Creative Media Production**  
**Examination Board: Pearson**  
**Teachers: Mr A Whittingham**  
**Faculty Leader: Mr I Wright**  
**Faculty Leader Email: i.wright@decschool.co.uk**



**How the course is assessed:** There are 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.

### **Outline of Course:**

The creative media sector is a dynamic, growing and rewarding sector to work in, with new opportunities arising continually. The UK's creative industries as a whole are now worth over £84 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. As digital technology continues to evolve, media techniques have become more sophisticated and media products are becoming more advanced. However, what has not changed is that media products still have the power to enthrall, intrigue and affect audiences.

The course will cover a number of aspects, such as analysing film trailers, film posters, websites and Superhero films, understanding the production techniques involved. Following on from learning about these techniques, students will put them into practice to demonstrate they can produce an effective 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.

### **Potential career pathways that could lead on from this course:**

Any number of potential jobs in the huge industries market, including:

- TV/Film Producer
- Media planner
- Event organizer
- Market researcher
- Broadcast journalist
- Multimedia specialist
- Programme researcher
- Website developer
- Games designer

