

Why Choose BTEC Creative Media Production?

Creative Media Production offers you the exciting opportunity to gain skills developed through an education in creative media that are integral to many roles within the creative sector, which is a collection of exciting and vibrant industries including film, television, games, web and app development, and publishing. As digital technology continues to evolve, media techniques have become more sophisticated and media products are becoming more advanced. However, what hasn't changed is that media products still have the power to enthrall, intrigue and affect audiences. Collectively, the creative sector in the UK contributed nearly £112 billion to the economy in 2019 and has grown by 7.4% since 2017, a rate of growth five times that of the overall UK economy.



Most of the work will be produced and assessed through the completion of coursework tasks provided through assignments. This will involve production work where you will demonstrate your photographic skills with still and moving images and design skills using digital media. You will develop skills essential for the workplace by working to briefs and deadlines, and gain business and customer awareness as assignments are all set in a vocational context.



Tentlee Tea
Traditionally British



At Alun School,
our experienced teaching team provide expert guidance and tuition.

BTEC Creative Media Production

Assessment Information

Examining Board: Pearson

Accreditation: BTEC Level 1/Level 2 Tech Award in Creative Media Production (equivalent to 1 GCSE).
3 core units.

Unit 1 - Exploring Media Products: (36 hours guided learning) develop understanding of how media products create meaning for their audiences, examine existing products, and explore media production techniques. Non-exam internal assessment.

Unit 2 - Developing Digital Media Production Skills: (36 hours guided learning) develop and apply skills and techniques in media production processes by creating a media product from one of the following sectors: audio/moving image, print or interactive design. Non-exam internal assessment.

Unit 3 - Create a Media Product in Response to a Brief: (48 hours guided learning) apply and develop planning and production skills and techniques to create a media product in response to a client brief. External assessment under supervised conditions.

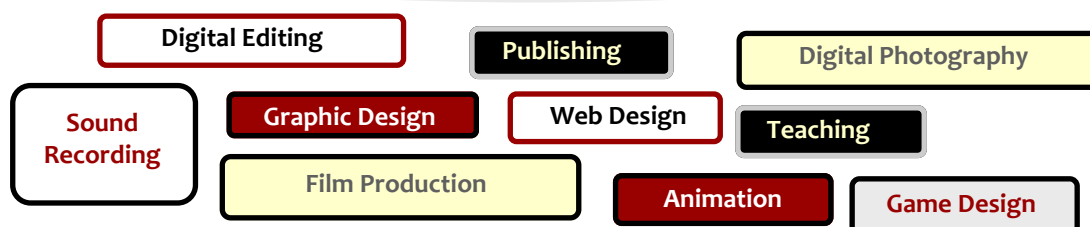
Who is suitable for this course?

You will be successful on this course if you enjoy creative work using digital media in film, publishing and photography.

Why should I take this course?

This course will give you experience of a wide range of Creative Media Production areas, from film, television, animation, digital photography and graphic design to learning about the creative media industry.

BTEC Creative Media Production will give you opportunities to explore work experience placements in the local media industries and provide you with an excellent grounding for multiple junior job roles across the creative media sectors including:



Future Options

After studying BTEC Creative Media Production you could:

Study BTEC Level 3 Creative Media Production or A Level Media Studies at Sixth Form;

Study a media-related course or other subject at a college of Higher or Further Education;

Get a job in the media industry.

For Further Information

Please contact the Media department.

