

Creative Media Production

BTEC Technical Award – Exam Board: Pearson



Saint Joseph's
CATHOLIC SCHOOL

Assessment:

- **Non-Exam Assessment (NEA):** Component 1 (30%) – Written report [10hrs], Component 2 (30%) [10hrs] – Practical project with written supporting evidence.
- **Examination:** Component 3 (40%) [10hrs] – Extended project undertaken over a number of weeks at end of Y11.

Key Information:

Component 1: Exploring Media Products

Learners will develop their understanding of how media products create meaning for their audiences, as well as examining existing products and exploring media production techniques.

Component 2: Developing Digital Media Production Skills

Learners will 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.

Component 3: Create a Media Product in Response to a Brief

Learners will apply and develop their planning and production skills and techniques to create a media product in response to a brief.

Who is this course for?

This qualification is for learners interested in taking a hands-on course alongside their GCSEs that will offer them an insight into what it is like to work in the Creative Media sector – transecting many exciting and vibrant industries such as film; television; games, web and app development,

and publishing – giving students an introduction that keeps all of their options open and allows them to make an informed decision about their future learning and career.

The Tech Award enables learners to develop sector-specific skills and knowledge of the production processes and techniques that underpin them, across a range of media products using a combination of practical exploration, experimentation, and realistic vocational contexts.

They will also develop key skills such as investigating and developing ideas through pre-production, production, and post-production, managing their creative projects, documenting progress of skills and work, responding to briefs, presenting work, and reflective practice. In addition, learners develop employability skills such as teamwork, time management and communication.

This qualification takes a fully practical and skills-based approach to learning and assessment, with no written exam. All components, including the externally assessed synoptic component, are assessed through engaging, open, and flexible set tasks, designed to stimulate creative ideas without restricting the type or direction of learner response.

Skilled Gained:

1. **Media Production Techniques:** Understanding and applying techniques in audio, video, and interactive media production.

2. **Creative Thinking:** Developing innovative ideas and concepts for media projects.

3. Project Management: Planning, organising, and managing media projects from inception to completion.

4. Technical Skills: Using industry-standard software and equipment for media production.

5. Teamwork: Collaborating effectively with others in a production team.

6. Communication: Enhancing verbal and written communication skills, essential for pitching ideas and presenting projects.

7. Problem Solving: Addressing and overcoming challenges encountered during media production.

8. Research Skills: Conducting research to inform and support media projects.

9. Critical Analysis: Evaluating media products and understanding their impact on audiences.

10. Reflective Practice: Continuously assessing and improving one's own work through feedback and self-reflection

These skills not only prepare students for careers in the creative media industry but also equip them with valuable competencies applicable in various fields.

Linked Careers:

- Film Director / Television Producer
- Video Editor
- Graphic Designer
- Animator
- Game Designer
- Journalist
- Social Media Manager
- Public Relations Specialist
- Web Developer
- Content Creator (e.g. YouTuber, Podcaster)

These careers span various sectors within the creative media industry, offering a wide range of opportunities for students to explore and specialise in.

For more information, see the full course specification:

qualifications.pearson.com/en/qualifications/btec-tech-awards/creative-media-production-2022

Or scan here:



Quick guide to BTEC Creative Media Production:

qualifications.pearson.com/content/dam/pdf/btec-tec-awards/creative-media-production/2022/Guide/b0746e-btec-tech-awards-creative-media-mini-guide-a4p-prf2.pdf

Or scan here:

