

BTEC

Creative Digital Media Production

What is Creative Digital Media Production?

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 course consists of 3 units;

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.

Key Features of the Course:

Students will learn about the creation and use of media products in the real world. They will use industry standard software to develop media products for the modern world. Units are based around set briefs where students go through the process of analysing what is required, designing and producing a media product and evaluating its success.

As part of the course students will learn a range of software skills which easily transfer into other subjects and the world of work. They will also learn to constructively

criticise media products - identifying areas of similarity and difference linked to target audience and purpose.

This is a largely practical course. You will analyse TV, movies, magazines and other media; create new versions of existing media and use your creativity to solve assignment briefs.

What type of student is this suitable for?

Creative Digital Media Production is suitable for students who have:

- An interest in digital media products, and how they are created
- A desire to learn how to use creative computer softwaresuch as Photoshop

What could this course lead on to?

Creative Digital Media Production will afford students the ability to move on and study media production further, at 6th form and college, and move into a range of creative digital careers such as graphic design, game development, or film production.

Course Details: BTEC Tech Award Creative Digital Media Production

Website: <https://qualifications.pearson.com/en/qualifications/btec-tech-awards/creative-media-production-2022.html>

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