

# CREATIVE MEDIA

EXAM BOARD:

Pearson Edexcel



## WHAT WILL I STUDY?

### Representations:

This unit covers the full range of media products from Gaming to TV with a specific look at the language we use in media (how products are created and presented), and the representations that are shown. This is a fundamental theoretical part of the course that is reflected in your production.

### Pre - Production:

In this section of the course you will need to work towards a pre-set brief to provide work for a specific client. This is real world experience and acts as a professional taste of what different media industries do and the careers that you could pursue. You will work on the finance, operations and logistics of creating a media production, working with the local council and professionals in the industry.

### Responding to a commission:

In this unit you will be set a commission or brief that you will need to respond to your previous learning and experience to fulfil the needs of the client. You will be committed to a full production from beginning to end creating a media product that satisfies the brief.

### Film Production (Fiction):

In this section of the course you will be creating and producing a fiction film. You will run the process from the pre-production stage all the way through to the exhibition to the public. You will get valuable insight and experience through technical workshops on camera and lighting, as well as experienced industry professionals providing talks about the film making process.

## HOW WILL I BE ASSESSED?

Representation: 2 hour online exam. (External) 29%

Pre-production portfolio: Submission of materials (Internal)

Responding to a commission: Written submission (External) 29%

Film Production (Fiction): Submission of materials (Internal)

## MINIMUM GCSE REQUIREMENTS

- Grade 4 in GCSE English Language or GCSE Media Studies

## POSSIBLE PROGRESSION PATHWAYS

The BTEC Media Production course lends itself to any further study of media or production course at University. You may want to choose a specialism to study at University such as Film Production or Sound Engineering. You can also take the route of an apprenticeship within the Creative Media field with Channel 4 being a local provider. Some students choose to apply for a job after completion of this course which could lead to a successful career in many fields such as marketing, film/TV production and graphic design.