



# BTEC TECH AWARD

## Creative Media

### Production



# Creative Media Industry Facts



3.1m+ jobs are creative media-related



UK creative industries generate £84.1bn a year to the UK economy



One in 11 jobs all UK jobs now fall within the creative industry



One in 6 of all UK graduate jobs are also creative economy industry



On [www.whatuni.com](http://www.whatuni.com) there are 190 universities offering 3046 degrees including Communication and Media

Costume Designer  
Cinematographer  
Magazine Production Computer Games Tester  
Art Director Choreographer Director  
Fashion Design Audio Visual Technician Advertiser  
Editor Broadcaster Make-Up Artist  
Digital Marketing Film Critic Presenter Illustrator Art & The Media  
Graphic Designer Lighting Technician Journalism  
Reporter  
**Media Studies**  
Publicist Musician Teacher Actor Screenwriter  
Animator DJ Market Researcher  
Author DJ Market Researcher Sound Technician  
Photographer Producer  
Vlogger Foley Artist  
Web Designer  
Music Promoter Cartoonist  
Social Media Creator  
Video Editor

# Course Overview

- This is a two-year course.

There are three components:

- 2 Coursework Components

- 1 Exam Unit

BTEC grade	GCSE equivalent grade
L2D*	8.5
L2D	7
L2M	5.5
L2P	4
L1D	3
L1M	2
L1P	1.75

# Course Overview

Mandatory Units	Areas of focus:
<u>Component 1: Exploring Media Products</u>	Learners will develop their understanding of how media products create meaning for their audiences. Learners will examine existing products and explore media production techniques.
<u>Component 2: Developing Digital Media Production</u>	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
<u>Component 3: Create a Media Product in Response to a Brief</u>	Learners will apply and develop their planning and production skills and techniques to create a media product in response to a client brief



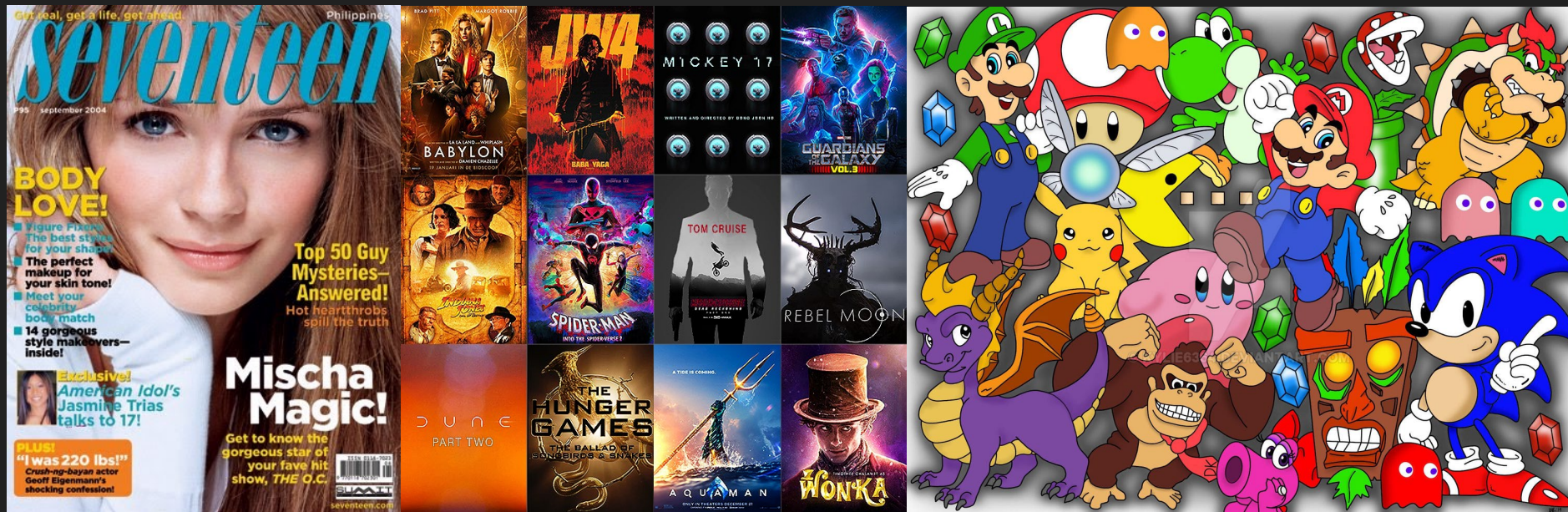
# Component 1: Exploring Media Products



A Investigate media products



B Explore how media products are created to provide meaning and engage audiences.



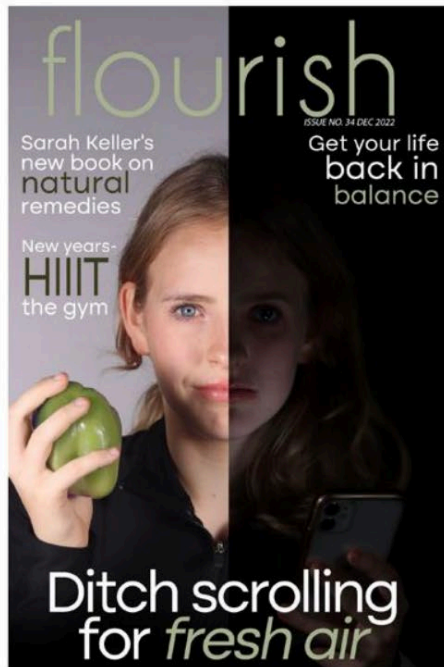
# Component 2: Developing Digital Media Production



A Develop and apply media pre-production processes, skills and techniques



B Develop and apply media production and post-production processes, skills and techniques to create a media product.



# Component 3:

## Create a Media Product in Response to a Brief

- AO1 Understand how to develop ideas in response to a brief
- AO2 Develop planning materials in response to a brief
- AO3 Apply media production skills and techniques to the creation of a media product
- AO4 Create and refine a media product to meet the requirements of a brief



# Component 3:

## Create a Media Product in Response to a Brief



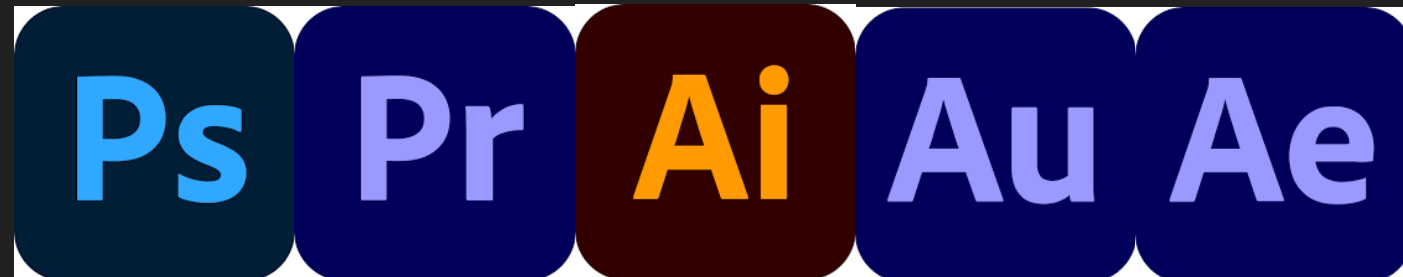
# Media Equipment & Technology

- 4 x Canon 700D's
- Tripods
- Green Screen



Adobe Creative Cloud Package Apps  
Including:

- Adobe Photoshop CC
- Adobe Premiere Pro CC
- Adobe Illustrator





# Media Studies SharePoint



GSHS Media Studies

Key Stage 5 ▾

Key Stage 4 ▾

Coursework Upload ▾

Stylistic Codes

Media Theorists

Teacher Area ▾

Adobe Tutorials ▾

Edit

★ Following

Site access

+ New ▾

Promote

Page details

Analytics

Published 10/19/2023

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Edit



BFI

LEARN MORE →

News

Media Insider - YouTube Channel

Film 4

Campaign - Media Business Journal



Welcome to Media Studies

# Warner Brothers' Studio Tour





# Any questions?



**BTEC TECH AWARD**  
**Creative Media Production**



2X Coursework Units



1x Creative Exam Unit



Direct Link To Level 3 Sixth Form Course



3 Million+ Jobs Linked to Media Studies in  
the UK