

# Vision and Purpose of BTEC Creative Media Production



*We aim to develop our learners so they have a passion for creating, developing and critiquing the ever-evolving world of media, allowing them to be prepared for the future*

Our Vision is to help ensure our students to become active and critical audiences of the mass media. We want students to take responsibility for their media consumption habits and help them to understand the effects of their choices. We also recognise the creative potential of the media and work to encourage Media students to become active producers of media texts.

Learners will develop sector-specific knowledge and skills in a practical learning environment.

- Development of key skills that prove aptitude in creative media production such as investigating and developing ideas through pre-production, production and post-production of media products
- Processes that underpin effective ways of working in creative media production, such as responding to briefs and feedback, planning and generating ideas
- Attitudes that are considered most important in creative media production, including personal management and communication
- Knowledge that underpins effective use of skills, processes and attitudes in the sector such as production processes and techniques.

Post-16 choices for learners include:

- A Levels as preparation for entry to higher education in a range of subjects
- Study of a vocational qualification at Level 3, such as a BTEC National in Media, which prepares learners to enter employment or apprenticeships, or to move on to higher education by studying a degree in the media sector.
- Study of Media post-16 through the study of a Technical Certificate. Learners who perform strongly in this qualification and enjoy the course should strongly consider this progression route as it can lead ultimately to employment in the media sector

As well as developing a broad knowledge and skills relating to the creative digital media industry, students will also develop transferable creative, technical and practical skills in:

- Communication - including video presentation, verbal and analytical writing skills
- Research and project management - providing an opportunity for them to demonstrate reflective practice by suggesting alternative approaches to a problem

These transferable skills will be valuable in support of progression to any level 3 course.