

# MEDIA PRODUCTION

Our intention in BTEC Creative Media Production is 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.

The key principles that underpin our curriculum are to help ensure our students 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.

We study media because in an ever-changing world and work environment, media is one thing that does remain constant. We continue to require people who understand how to construct effective media items for a massive variety of audiences and purposes.

### **The skills and knowledge pupils acquire are**

- 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.

## VISION AND PURPOSE

**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, which could 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, preparation for employment, apprenticeships or higher education
- Study of Media post-16 through the study of a Technical Certificate.