

BTEC TECHNICAL AWARD IN CREATIVE MEDIA PRODUCTION

Examination board – Pearson

5 periods per 2 weeks

Course content

The BTEC Tech Award in Creative Media Production is a practical introduction to life and work in different media industries. During the course you will be:

- investigating the media;
- developing technical skills and techniques;
- producing a digital media product in response to a brief;
- reviewing and reflecting on the process and outcome.

Assessment

There are three components that are assessed during the course:

Component one – exploring media products (30% of final mark. Internally assessed)

Aim - to learn about the media and investigate media products such as:

- audio/moving image (TV programmes, films, video shorts, animations, radio broadcasts);
- publishing (newspapers, magazines, books, e-magazines, comics);
- interactive (websites, mobile applications, mobile games, video games, online games).

Component two – developing digital media production skills (30% of final mark. Internally assessed).

Aim - to experiment with a variety of media production skills and techniques, and apply the technical skills that you learn by making your own media products.

Component three – responding to a brief (40% of final mark. Externally assessed)

An externally assessed task where you respond to a brief to create a media product.

Progression

With a BTEC Tech Award in Creative Media Production, you are able to explore, challenge and realise your potential. During the course, you can see whether the media industry is one that you want to be in, where you could go to gain the knowledge and skills you need to succeed in your next steps. After completing the course, you can continue on to further vocational and academic study at level 3, as well as apprenticeships and traineeships. What's more, the transferable skills you master during your studies such as self-reflection, communication, teamwork and problem solving will also support your progress in the present and future. A BTEC Tech Award is equivalent to a GCSE.