

Study Programme MEDIA STUDIES

QUALIFICATION	HOW IS THE COURSE ASSESSED?
BTEC Extended Diploma in Creative Media Production	25% external assessment, 75% internal assessment

WHY SHOULD I CHOOSE THIS SUBJECT

The Level 3 Media course offers a wide range of units to reflect the range of opportunities available within the Media sector. It is an ideal foundation for students interested in a media career, providing them with understanding of Media through engagement with media products, production processes and technologies. This leads to the application of practical and creative skills that transfer easily into the workplace.

WHAT WILL I STUDY?

As part of this course you will:

- Plan and produce a short film
- Plan and produce a magazine using industry standard software
- Plan and produce a talk and music radio programme
- Study the UK film industry
- Study the UK music industry

A CURRENT STUDENT SAID:

Media has really helped me come into my own. I have amazing classmates and teachers. I really enjoy the mix of independent and group work and the course has made me realise what I want to do in the future!

- Grace K, Media Student Year 13

I like media because it has a good mix of theory and practical units. We get a lot of creative freedom within the units which means we can focus on things we really enjoy – gaming, film, magazines etc.

- Lee D, Media Student Year 13

The diploma is much more creative than the A level. The teachers are very organised and the atmosphere in the classroom is friendly and welcoming.

- Vidmante P, Media Student Year 13



Study Programme MEDIA STUDIES

FURTHER INFORMATION

Unit 3

Create a media product

Media products have a range of different purposes. Whether it is to advertise and promote a product or service, inform an audience of a cause or engage and entertain an audience.

This aim of this unit is for you to develop knowledge and understanding of the production processes of producing a media product from one of the following:

- Print-based product
- · Audio-visual product
- · Audio product.

You will apply your learning gained in Units 1 and 2 to plan and produce a media product. You will complete planning materials to take them forward in the production and post–production stages of your intended media product. You will plan, produce and edit original content for your intended product.

By completing this unit you will have the skills to:

- · Create a proposal to meet a client brief
- · Produce planning materials
- · Create and manage original content for the product
- · Apply editing techniques.

Unit 4 Interactive media product

Interactive media has now become established as an integral part of everyday life. From browsing the web to using smartphones, interactive media exists, but every product has been planned for an identified purpose.

By completing this unit you will understand how interactive multimedia products are used for a range of purposes and across a range of platforms. You will learn how to design and create an interactive media product and test it using both technical and user tests.

Unit 5 TV and short film production

TV and film are two of the biggest media industries in the world. To work in these industries you will need to understand all aspects of the production process.

By completing this unit you will apply your knowledge of pre-production to generate materials for a short film or TV programme. This will not only allow you to build on skills of producing a proposal, storyboarding and scripting but will also give you the opportunity to work as part of a team and specialise in a particular production role. You will edit footage in post-production and have the opportunity to apply special and visual effects in order to create a short film or TV programme for a specific purpose and audience. You will then go through the process of presenting your work as a screen test to a focus group or specific audience. You will evaluate your production through analysis of feedback which will give you the opportunity to reflect on your work and identify areas for your development and improvement.



Study Programme MEDIA STUDIES

Unit 6
Social media and globalisation

Social media has revolutionised the way in which people connect and we can interact in an instant with someone on the other side of the world. In terms of media production, social media has also fundamentally changed the way in which media institutions and creative professionals reach and interact with target audiences who are now global.

The aim of this unit is to enable you to understand the ways in which online technologies and social media products have created a globalised, connected society and how such tools are used by media producers. As part of this you will evaluate the positive and negative impacts of social media on businesses, individual users and producers. You will also learn about issues surrounding censorship and regulation of social media, and the impact this has on media production and distribution. You will fully investigate how media producers use contemporary social media to generate ideas, fund and plan projects with other professionals and how social media is used commercially to create awareness and advertise products to global audiences.

Unit 7 Journalism and the news industry The news industry has changed rapidly over recent years with advances in online technology allowing the distribution of news to become instant and global. Audiences now receive multimedia news broadcasts from established news providers, along with content produced by committed citizen journalists and independent providers that harness the power of social media to distribute news.

This unit allows you to investigate the contemporary news industry and how audiences receive news. You will also investigate news gathering techniques, research methods and press regulation and have the opportunity to apply this learning to your own work. You will learn how articles are constructed and use this understanding to help you write your own original article. You will learn the importance of sub-editing your own article.