

Creative Media

BTEC

Course structure and content

This course offers students the opportunity to develop their skills in creative digital media and establish their knowledge and understanding in film and television production.

Students will have the chance to:

- Learn skills in producing television and film content through mastering software used for video editing, sound manipulation and digital visual graphics.
- Complete real-world projects and assignments to use key creative skills in one or more specialist areas to create visual-audio content.
- Produce a digital portfolio that shows evidence of practical work and assignments that can be used as a means of gaining a career or to gain access to courses, in the digital media sector.

The course is equivalent to 2A levels and consists of 10 units, 8 internal and 2 externally marked. These consist of:

- Unit 10 Fiction Film Production
- Unit 7 Media Enterprise
- Unit 3 Digital Media Skills
- Unit 8 Responding to a Commission
- Unit 19 Scriptwriting
- Unit 20 Single Camera Techniques
- Unit 21 Film Editing
- Unit 25 Sound Recording
- Unit 35 Multi Camera Production
- Unit 36 Lighting Techniques

What kind of student is this course suitable for?

Creative Digital Media is suitable for students who have a keen interest in the television and film industry and would like to develop their technical skill within the production sector. This industry is fast growing and the course equips students with the knowledge of video editing, audio-visual marketing, filmmaking, multi-camera production and sound recording. Students will gain an understanding of the roles and responsibilities in the industry and will need to have a keen eye and keep organised.

What could I go on to do at the end of my course?

Students have the opportunity to apply for prestigious entry-level apprenticeships offered by the BBC, ITV and Sky or study a practical media course at university. Support is also given to those who want to gain work experience or enter the industry after college.

It would be particularly useful for those seeking careers/further study in:

- Freelance director
- Assistant producer
- Video editor
- Journalism
- Filmmaking
- Production lighting
- Broadcasting assistant
- Production runner
- Researcher

Additional costs

The college provides the necessary equipment but it will be helpful if you have access to a digital camera and a computer for editing. All students will need a 16gb memory stick as a requirement for the course.

