

BTEC Level 2 Tech Award in Creative Media – 603/1238/5

Creative Media Production



What will I learn on this course?

The Creative Media sector encompasses a wide range of digital media industries. Within the course, you will delve into film and TV production, radio production and game design production. If you are interested in the digital arts, then this course could be your first step into an exciting and fast-moving creative career.

Students applying for this pathway will show an aptitude for digital media making and will already make some kind of digital content of their own. They will be enthused by photography, film, art, gaming, editing and radio.

You will study a wide range of subjects, which focus on developing core practical skills and abilities in a number of Creative Media areas. In addition, you will learn about the Creative Media industries, and develop the communication and inter-personal skills valued by employers. On successful completion of the course, students could progress on to a BTEC Level 3 Extended Diploma in Creative Media Production (which is equivalent to 3 A-levels) or further training in a related area.

How is the course structured and assessed?

Lessons will take the form of practical demonstrations, workshops and lectures, and will involve both individual and group work. The emphasis will be on developing skills and then applying these to larger projects, where you will have the flexibility to devise your own outcomes and push your creativity. Your learning is expected to continue outside of the classroom, through independent study, research and practice. You will be taught by industry experienced staff and use industry standard equipment.

The majority of the course is structured around continual centre-based assessment and students will be expected to demonstrate a high level of work throughout the duration of the course. The components are assessed as follows

- Component 1 – Exploring Digital Products (internally assessed – 30% of the qualification)
- Component 2 – Developing Digital Media Production Skills (internally assessed – 30% of the qualification)
- Component 3 – Creating a Media Product in response to a Brief (externally assessed – 40% of the qualification)

In addition, Component 3 is a synoptic unit that can only be assessed towards the end of the course (in Year 11) and the results will be published in August of that year, along with the GCSE

How will I study?

Digital Arts students will enjoy creating imaginative work that is both highly original and inspired by the pursuit of imaginative and entertaining content. Each student will be expected to build up an extensive portfolio of work for assessment so will have good organisational skills. Coursework will be completed in a variety of ways - practical productions but also essays, oral and electronic presentations, written evaluations, blogs and evaluative logbooks. Students will therefore be confident to express ideas in these various media and be adept at objectively evaluating their own work. Digital Arts students will also be encouraged to participate in an active culture of media engagement and to appreciate the historical, social and cultural contexts of their work, so will have an affinity with these concepts.