

Statement of Purpose

500/8423/9 - Pearson BTEC Level 1 Certificate in Creative Media Production (QCF)

The Pearson BTEC Level 1 Certificate (145 GLH) in Creative Media Production is a qualification within a suite of BTECs in the Engineering sector. It is broadly equivalent in size to one GCSE

Who is this qualification for?

This qualification is a Technical Award designed for pre-16 students working at level 1 who want to include a study of Creative media in their broader key stage 4 curriculum. It provides an introduction to some of the key themes within the sector, enabling students to develop and apply their knowledge while also developing a range of relevant practical, communication and technical skills.

The content enables students to apply their knowledge in new and practical contexts.

What will the student study as part of this qualification?

This qualification provides an engaging and relevant introduction to the world of Creative Media. Students may choose from a range of units including; animation, audio and video production, digital video and editing

There are no mandatory units within this qualification. The qualification consists of a choice of 19 optional units.

What knowledge and skills will the student develop as part of this qualification and how might these be of use and value in further studies?

The portfolio-based approach to assessment will support the development of communication skills such as extended writing and drafting, critical skills of analysis, team-working, working from a prescribed brief, working to deadlines presenting information effectively, accurately completing tasks and processes and study skills such as research and time management. These skills will help support progression to level 2 and any future chosen course.

By developing the sector knowledge and skills outlined above, students will be well prepared for progression to a level 2 academic or vocational course in Creative Media or a related area such as design or IT.

Which subjects will complement this course?

This qualification is designed to be taken as part of a broad and balanced curriculum at Key Stage 4. It will go particularly well alongside GCSEs and/or other Technical Awards (e.g. BTEC IT users) to provide both curriculum breadth and the skills needed to make informed choices about study post-16.

Further Information

<http://qualifications.pearson.com/en/qualifications/btec-entry-level-and-level-1/creative-media-production-l1.html>