

# The Edexcel Creative and Media Diploma

This qualification will help you channel your creativity, giving you practical knowledge of creative processes and skills and how they are applied in different industries.

You'll examine visual arts, craft, music, film, TV, graphic design, textiles, advertising, drama, dance, photo imaging, computer games, creative writing and animation.

You'll learn about:

- Creativity in context
- Thinking and working creatively
- Principles, processes and practice
- Creative business and enterprise.

## Random week at a glance...

Mon:	Agency work placement – made mood board for trainer TV campaign.
Tues:	Assertiveness training.
Weds:	Designed print advertisement for trainer TV campaign.
Thurs:	Posted Riva's Autumn collection on YouTube.
Fri:	Ideas to promote underage gigs – 1st venue in Hull.

Are you  
born to rock?

Study Edexcel's  
Creative and Media Diploma  
and get the chance to play  
the music you love with

rockschool

I could be a...

Copywriter  
Dancer  
Drama Teacher  
Graphic Designer  
Marketing Executive  
Media Planner  
Photographer  
Public Relations Officer  
Sound Technician  
TV Production Assistant

## Level 1 1st term snapshot

- Used paper engineering and photography to create a sales promotion pop-up desk calendar.
- In charge of stage lighting for Dracula show.
- Recorded podcast for Oomph (film company) website.



## Level 2 1st term snapshot

- Produced a guide to what's on in Manchester – covering clubs, culture galleries and gigs.
- Made radio report on bus strike, interviewed striking drivers and angry passengers.
- Analysed funding of the Reading festival.



## Level 3 1st term snapshot

- Talked to event management company about perfume launch.
- Wrote proposal and budget for Friends of the Earth fundraising mailshot.
- Extensive research on Banksy, is his anonymity a stunt or a statement on guerrilla art?

