



Purpose Statement

Name of regulated qualification	
QAN: 603/1238/5	Title: Pearson BTEC Level 1/Level 2 Tech Award in Creative Media Production (120 GLH)

The creative media production sector

The creative media sector is a dynamic, growing and rewarding sector to work in, with new opportunities arising continually. The UK's creative industries as a whole are now worth over £84 billion per year to the UK economy. Working in the creative media industry involves a wide range of practical processes, skills and techniques, from broadcast media to increasingly interactive products and platforms. As digital technology continues to evolve, media techniques have become more sophisticated and media products are becoming more advanced. However, what hasn't changed is that media products still have the power to enthral, intrigue and affect audiences.

What does the qualification cover?

The qualification is the same size and level as a GCSE. It is aimed at those who may be interested in pursuing a career in creative media production. The qualification helps you to explore the sector by undertaking practical media projects.

On this course, you will:

- investigate different media products, such as audio/moving image, publishing and interactive design, considering their style, design, audience, and context
- explore creative media production processes and practices by generating ideas, and planning production and post-production processes
- develop digital media production skills and techniques.

How will I be assessed?

You will carry out mini-tasks as part of a larger project, or projects, throughout the course. Your teacher will mark these, and so you will receive regular feedback as to how you are getting on. Towards the end of the course, you will carry out a larger task to create an effective media product in response to a brief. All of the work that you do throughout the course, including the mini-projects, will prepare you for the final task, which is sent away to be marked.

Where will this take me?

When you have completed the qualification, you will have developed a practical understanding of creative media production skills. You will have acquired knowledge and developed useful skills, which are not generally covered in GCSE courses. This will give you a better idea of whether the creative media sector is for you and, if so, which part of it you might want to study further.

After you have finished the course, you may want to go on to further study, such as A Levels, BTECs or a mixture of both. You will find that many of the ideas covered here are further developed in qualifications such as BTEC Nationals in Creative Digital Media Production, Art and Design, and Information Technology.

Alternatively, you might want to find work in the creative media sector as an apprentice or as a trainee. The best option for you will depend on the grades you achieve in this qualification and in any other qualifications you have taken, what you enjoy doing and the advice you can access about further learning and training opportunities available in your area.

What other subjects go well with creative media production?

This course complements the learning in GCSE programmes such as Design and Technology, Art and Design, and Computer Science, by broadening the application of 'design and make' tasks, working with a media brief, and understanding and engaging different audiences through making compelling media products.

Where can I find out more?

Further information about this qualification can also be accessed at:

<http://qualifications.pearson.com/en/qualifications/btec-tech-awards/creative-media-production.html>