



Advanced Level

Creative Media



Course Aims:

Are you curious to know how films, TV shows or online videos streams are made? This course is designed to be a hands on course that enables you to have an insight into industry practices. You will develop and build skills in production and editing.

This is a challenging subject in which you will develop multidisciplinary practice. Students will incorporate technical skills in moving images, character environment, sound and graphics.



Course Content and Assessment:

100% internally set and assessed - All assessments are set and assessed by the teacher and verified by Pearson.

Students will be assessed on technical skills that feature in 6 main categories

- Moving Image
- Character and environment
- Experience
- Sound
- Graphic and lens
- Text

There are 2 mandatory assessment units

1. Exploring and Developing Creative Media Skills
- A1 Skills development
2. Exploring and Developing Creative Media Skills
- A2 Creative Project

A Level Overview:

This A Level will engage you in the exploration and investigation of creative opportunities. Students will investigate the constraints of creative media. They will have a chance to analyse existing media strategies.

You will be required to study media products from all of the following media forms:

- television
- film
- radio
- newspapers
- magazines
- advertising and marketing
- online, social and participatory media
- video games
- music video

Learning Methods:

The course will offer you opportunities to view, evaluate and analyse a variety of media products, and develop practical skills spanning a range of media forms. You will have access to contemporary, diverse topics and experience varied and engaging content.

Btec Level 3 Creative Media Practice will provide you with transferable skills for future careers and experience that prepares you for the future.

Career Opportunities:

On completion of this course, you could pursue a range of careers including Advertising, Marketing, Public Relations and a range of roles in video/TV/film production, as well as the expanding social media landscape.

Web design and development professionals can earn an average salary of £33,280.

Entry Requirements:

- Grade 4 or above in English
- Grade 4 or above in Maths

You should have a strong overall GCSE profile.

Staff Contacts

K McCarthy - Assistant Headteacher Key Stage 5

N Winterflood - Year Leader

D Reynolds- KS5 Department Leader

A Taylor - Interim Department Leader



Web Link Address

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