

COURSE OUTLINE

CREATIVE DIGITAL MEDIA PRODUCTION - VOCATIONAL



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Students investigate different mediums; film, print, internet and consider how audiences are targeted, how representations are created and how certain companies still dominate in industry. Students will respond to professional briefs with their own creative ideas and then create media using industry standard software.

They will produce their own blogs, create film shorts or digital magazines depending on their area of interest.

DETAILS ABOUT THE COURSE

Topics covered:

Media Representation
Responding to a brief
Film or Magazine Production
Research and planning portfolios and blog making

Extra-curricular/trips:

Links with BBC Talent Ticket - opportunity for work experience, links with BFI Bristol - opportunity to gain Silver Arts Award & cinema trips.

Future prospects:

Foundation for further study in film, media, cultural Studies and English. Media related industries - print media, film, TV or radio.

You might also take...

English, product design, art and design, history, drama and theatre studies, sport/PE, business studies.

KEY INFORMATION

Prior attainment:

Five grades at 9-4
Grade 4 in GCSE English required
Grade 6 in GCSE English desirable

Assessment:

Year 1

Media Representation - exam
Introductory practical skills
Research and planning portfolio

Year 2:

Responding to a brief - exam
Film production or Magazine production

Creativity, teamwork, independence and communication are all essential.