

# COURSE OUTLINE

## CREATIVE DIGITAL MEDIA PRODUCTION - VOCATIONAL



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The qualification provides a coherent introduction to the study of creative digital media production. Learners develop an understanding of the media industry through analysing media representations and pitching and producing media projects.

Over three units of mandatory content, learners gain a broad understanding of the subject and learn the skills to produce media artefacts. They develop their ability to analyse and deconstruct media images and representations. They learn the communication and planning skills needed to work in teams through vocational media projects. We also deliver an optional introductory unit in film which allows learners to create engaging digital media content and platforms.

### DETAILS ABOUT THE COURSE

#### Topics covered:

Unit 1: Media Representation  
Unit 4: Pre-Production  
Unit 8: Responding to a brief  
Unit 10: Film Production

#### Co-curricular/trips:

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

#### Future prospects:

This course will support entry to HE courses in a wide range of disciplines, including aspects of creative media, depending on the subjects taken alongside it.

Students develop their knowledge of digital processes and software through practical projects which would give them an advantage if applying for entry level roles in marketing such as a marketing assistant or media sales as well as working as publishing assistants, updating websites and hosting content.

#### 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  
An interest in Media/ Film required

#### Assessment:

##### Year 1

Media Representation - externally assessed exam

Introductory practical skills and workshops - leading to Unit 4 Learning Aims A/B/C and Unit 10 Learning Aim A (involving developing blogs and research for film)

##### Year 2:

Responding to a brief - externally assessed exam  
Unit 10 Learning Aims B/C/D and Unit 4 Learning Aim D (involving film making and editing and evaluation)

**Creativity, teamwork, independence and communication are all essential.**