

CREATIVE MEDIA PRODUCTION

BTEC LEVEL 2 TECH AWARD

The House of Lords have stated that digital skills should be taught as a third core subject, and treated with same importance as numeracy and literacy.

The BTEC Tech Award is a level 1/2 qualification giving a practical introduction to life and work in the different media industries and is the equivalent of 1 GCSE.

Component 1: Exploring Media Products

Understand how media products create meaning for their audience. Examine existing products and explore production techniques.

Component 2: Developing Digital Media Production Skills

Develop skills and techniques in media production processes by reworking media products from one, or all, of the following sectors: audio/moving image, publishing, interactive design.

Interactive Media & Gaming Pathway (IMG)

Create your own graphics for games and develop code to program them. Learn how to use specialist software, develop storylines and test your own games while working to industry briefs.

TV & Film Pathway

An exciting sector! Learn how and why products are made. Work with industry standard equipment and software to produce a variety of short film and television productions.

Digital Publishing Pathway

An massively growing sector of the digital economy! Write articles, design social media posts and websites, create branding and advertising. Design online magazines and newspapers.

Investigate different media products, develop technical skills and techniques as well as developing your own ideas. Produce a digital media product in response to a brief.

Digital Publishing Pathway

Undertake research, create magazine covers, write articles, design leaflets and create branding for live industry briefs. Learn how to use industry standard software such as Adobe Photoshop, Illustrator and In Design.

Use industry standard hardware and software, exactly the same as that used in all the top media companies, to prepare you for work in the creative industries, self-employment, apprenticeships or higher education!

Interactive Media & Gaming Pathway (IMG)

See yourself as the next big games developer? Gain the necessary skills you need to start your journey towards a career in games development.

TV & Film Pathway

Learn how television studios work. Learn the same skills you need to work at companies like the BBC and ITV. Do research, scriptwriting, storyboarding and develop ideas from industry briefs.

Component 3: Create a Media Product in Response to a Brief

Apply and develop your planning and production skills and techniques to create a media product in response to a client brief.

Learn all of the skills you will need for a rewarding career in the media industries taught by graphic designers and photographers experts and specialists in their fields.

Being a person with digital skills, in the current economic climate, has never been more lucrative.

skillsyouneed.com

The **creative industries** are the fastest growing sector of the UK employment market!



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An Aldridge Community Academy