

# Shoeburyness High School

## *BTEC Tech Award in Creative Media Production*



# BTEC Tech Award in Creative Media Production

## Subject Information.

Our exam board is **Pearson**. Everyone taking this qualification will study **three components**, covering the following content areas:

- **Component 1:** Exploring media products - investigating different media products,
- **Component 2:** Developing digital media production skills - exploring and developing creative media production processes and practices by generating ideas, and planning production and post-production processes.
- **Component 3:** Create a media product in response to a brief - applying digital media production skills and techniques to develop a response to a client brief.



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## **Who is this qualification for?**

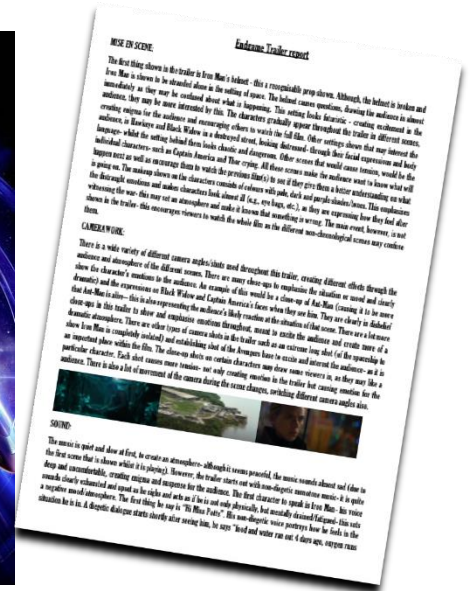
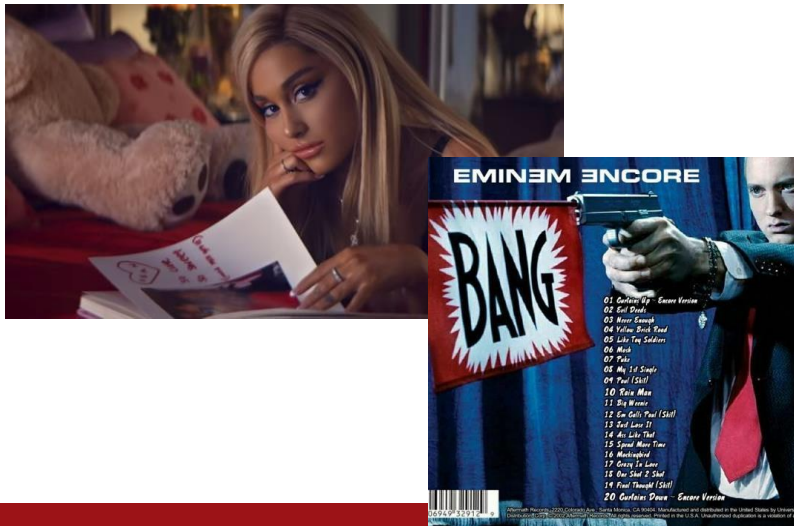
The Pearson BTEC Level 1/Level 2 Tech Award in Creative Media Production is ideal for you if you are a pre-16 student working at level 1 or level 2 and would like to develop creative skills and learn more about the creative media sector. This course offers a practical introduction to life and work in the media sector. The qualification, which is 120 guided learning hours, is the same size and level as a GCSE.



# BTEC Tech Award in Creative Media Production

## Component 1

In this component, you will develop your understanding of how media products are created for specific audiences and purposes in each of these sectors: audio/moving image, print and interactive media. You will explore the relationship between genre, narrative and representation in media products, and develop your understanding of how they are interpreted by audiences. The set task will be completed in 10 hours of supervised sessions in a period timetabled by the exam board.



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## Component 2

In this component, you will develop practical media production skills and techniques. You will have the opportunity to specialise in one or more of the following media sectors: audio/moving image, publishing and/or interactive media. The set task will be completed in supervised sessions in a period timetabled by the exam board.

The artist takes up most of the space on the double page spread as she is the main focus point. With her outfit clashing with the background makes her stand out, this may connote that she is a bold, quirky person, this is why it reflects in her clothing. Also she is using direct address looking straight at the camera from a mid close up camera shot, this create relationship between the reader and writer.

The colour scheme is pink black and white, three consistent fresh colours. This connotes feminism and fun loving. It shows the younger side of her and how she may appeal to a wider audience, with the black connotations of edginess.

There are pull quotes from an interview, larger fonts are used and highlighted to show its significant. The audience will read this bit first drawing them in bring the attention on to the article, and giving you a taster to what the interview is about.

Mise en scene, her make up is very dramatic: this could imply the features to her own personality. But she still looks fun you and by wearing pink lipstick, fresh. However it also links in with the colour scheme of the background and the rest of the text, it almost connotes a "Barbie" look.

The heading is placed on the left this is so that the conventions of the magazine flow from one page to another. Her name is in big bold lettering as it's the making the statement herself. It's a bold imperative that is seen as a significance as it's the largest text so therefore the most important.

The rest of the text is simple and small fonts that don't overcrowd the image. By using small paragraphs appeals to a younger target audience who may not want to read a lot of text.

The quirky image and bright pink colours also gives clue to the tone of the interview before reading it.

**Double page spread analysis**

April 2019

### Film Focus

Trusted by students

The BEST ways to get into the film industry

SCENE	TAKE	ROLL
DATE	SOUND	
PROD. CO.	DIRECTOR	
CAMERAMAN		

Exclusive top tips + advice on creating your own movies

Getting the right qualifications

The Ultimate Guide for Getting into Filmmaking

It can all be quite confusing when you're choosing what to do after school. It seems like every school requires different things for all of their different courses and maybe you're not interested in the ones you've found, or maybe you don't think you'll have the right qualifications, or MAYBE you don't even know which qualifications you need. Well, it isn't as hopeless as it seems.

To make your life simpler, we at Film Focus have compiled your definitive list of ways to get into making films

Work on your first short film... something you can do too!

A-levels  
Yes, I know as much as it probably isn't pleasant to think of doing more school, studying film further is a great way to get started in the industry. It depends on where you study but generally you'll need a few high GCSE marks.

University  
Okay if number 1 didn't appeal to you, this definitely won't, but going on to Uni is probably THE BEST way to ensure you'll get work in the industry. This depends on what school you're going to, but you'll need to have succeeded in your A-levels.

Just creating!  
Unfortunately, unfortunately, in film are care, if they aren't made. However, while not everyone can go on to further education, everyone can make their own stuff. All it takes is a camera, some time and patience, and a few friends willing to help. It doesn't have to be amazing Hollywood-level quality, but if you're passionate about what you're making, it shines through on the work itself and if you're a more practical person it's always good to learn through doing.

Entering festivals  
After you've finished making the thing, what are you supposed to do with the thing? You can't break through by doing nothing. However, if you're confident enough in your skills, try looking for a local film festival and trying to enter. I can't guarantee you'll be accepted, or even old enough, but the first thing to do to get noticed is to get your stuff out there for an audience. Here's a nice festivals try to show as many films as possible, so making a shorter one gives you more chance.

"I had no clue what my options were."  
"Where was I supposed to study?"  
"I really did struggle."  
-Mark, a film student

Get it next page



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

In this component, you will respond to a client brief and create a product in one of the following media sectors: audio/moving image, publishing or interactive.

You will interpret the client's needs and engage in the process of ideas generation, selecting and refining your ideas until you are satisfied that you have an idea that meets the requirements of the brief.

The set task will be completed in 10 hours of supervised sessions in a period timetabled by the exam board.



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## Career Progression

### Possible careers following BTEC Tech Award Creative Media Production include:

Journalism, marketing, media production, teaching, broadcasting and advertising. Many future employers want evidence that students are independent thinkers and are able to make informed judgements of the world around them, including the media.

Jess studied **A Level Media Studies** and chose employment rather than Higher Education. Jess has worked on a number of projects as a runner or production assistant including **Ant & Dec's Saturday Takeaway, TOWIE, Love Island & Love Island - After Sun.**



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## University Progression

Lots of our pupils choose to apply their skills and knowledge to degree level study rather than go straight into employment. We are fortunate to send a number of pupils every year, to enjoy the university experience.



## **Contact Information**

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