

# Shoeburyness High School

## Sixth Form Subject Information

# Creative Media

## BTEC Level 3

### Extended Certificate



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# Creative Media BTEC

## Why Creative Media?

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



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# Creative Media BTEC

## Subject Information

Exam Board: Pearson

Students will complete research based on the Media Industry. They will be given the opportunity to improve their practical print media and screen media skills, along with gaining an insight into several areas, including Marketing, Production Planning and Photography and Digital Design.



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# Creative Media BTEC

## What will I study?

**Unit 1** is assessed by means of an onscreen exam, which will draw on learners' understanding of media products and their messages, meanings and values. Students must critically analyse, deconstruct and compare media representations in the same, or different, media extracts.

**Unit 8** is an externally assessed task which involves students responding to a commission brief set by the exam board.

## What coursework do I have to do?

Students will complete two coursework units, both are internally assessed; Pre –Production Portfolio and Digital Magazine Production.



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## Entry requirements

**Pathway 2 entry requirements:** 5 GCSEs (or equivalent) at Grade 4/Level 2 Pass and above



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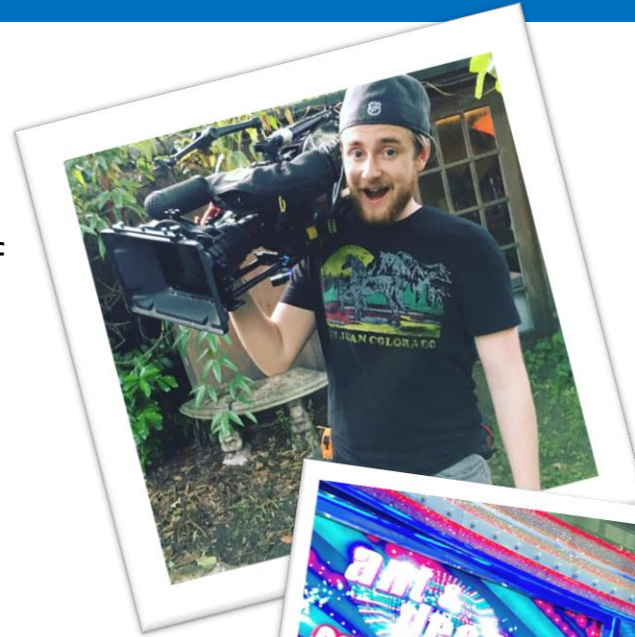
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# Creative Media BTEC

## Career Progression

As a vocational qualification, many of our students have chosen to follow a career in media production, marketing or sales. This course will provide you with the appropriate industry and employment skills to make that next step.

Charlie studied **Creative Media Studies** and decided that he wanted to go straight into employment. We discussed opportunities for work and he applied to a number of broadcasters for work as a runner.



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# Creative Media BTEC

## Contact Information

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