

Shoeburyness High School

Year 9 Subject Information

BTEC Tech Award in Creative Media Production



BTEC Tech Award in Creative Media Production

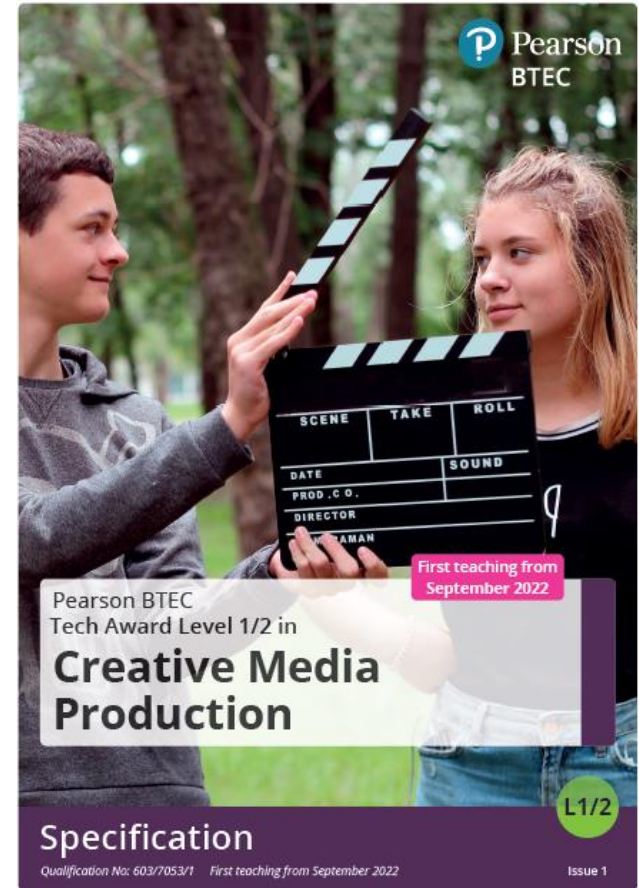
Subject Information.

Our exam board is **Pearson**. There are **three components** to the course, two assessed internally and one assessed by the exam board:

Component 1: Exploring Media Products

Component 2: Developing Digital Media Production Skills

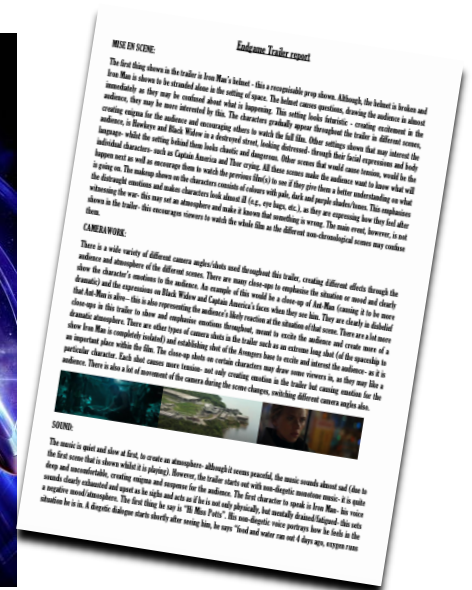
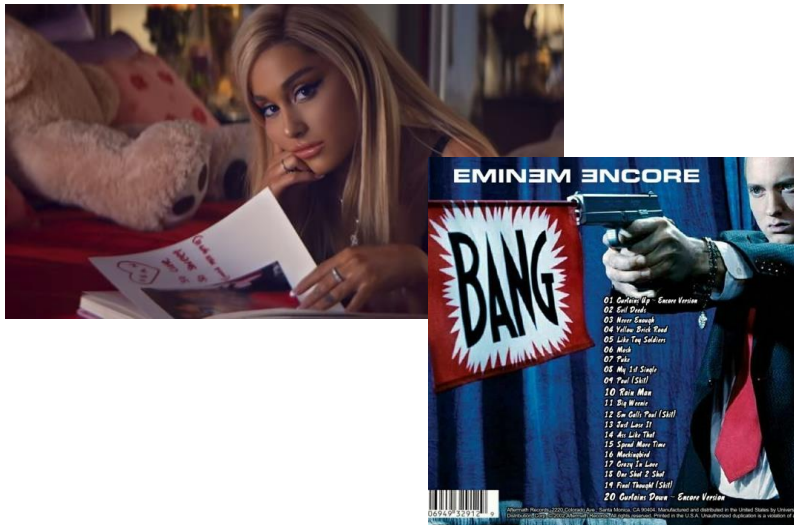
Component 3: Create a Media Product in Response to a Brief (external)



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.



BTEC Tech Award in Creative Media Production

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 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 creates relationship between the reader and writer.

The colour scheme is pink black and white, three consistent fresh colours. This connotes femininity 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 if she 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

The No. 1 Film Magazine		
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've completed your own 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

Mark working on his first short film, something you can do too

1 A-levels
Yikes, 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.

2 University
Okay, if number 1 didn't appeal to you, this definitely won't be going on to film 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 need to have succeeded in your A-levels.

3 Just creating!
Unfortunately, unfortunately, unfortunately in film are rare. If they were more usual, everyone would be making 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 in the work itself and if you're a more practical person, it's always good to learn through doing.

4 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 sold enough, but the first thing to do to get noticed is to get your stuff out there for an audience. Here's a tip: most 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



BTEC Tech Award in Creative Media Production

Component 3: Create a Media Product in Response to a Brief (external)

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.



BTEC Tech Award in Creative Media Production

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.**



BTEC Tech Award in Creative Media Production

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

Head of Faculty: Mr C Watts

cwatts@shoeburyness.southend.sch.uk

