



BTEC Level 3 International Diploma

Creative Media - [SPECIFICATION](#)

Offered at: Extended Diploma, Diploma or Subsidiary Diploma

Course outline

The BTEC Creative Media course aims to give students some experience of working in management and production roles in the Media. The course is based around several projects, usually focused on different forms or genres.

The course combines both practical assignments and the study of a variety of media disciplines. You will work on group projects as well as individual assignments. Whilst the specific aim of the course is to give students an opportunity to work in ways associated with the Media, more general skills like how to work with people and how to handle large projects are also explicitly taught.

How many units you complete will depend on whether you are doing the Subsidiary (Minor), Diploma (Major) or Extended Diploma course. Over the two-year period the range of subjects will vary, but the following is a good example of what the courses may look like.

In terms of subject matter, you will find yourself working in all or most of these areas:

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| <ul style="list-style-type: none">● Cinematography● Editing● Sound design● Directing● Photography | <ul style="list-style-type: none">● Advertisement Production● Documentary filmmaking● Short filmmaking● Research skills● Film and Television appreciation |
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SUBSIDIARY DIPLOMA: You will be expected to complete 2 large units, which will each contain 5 assessed tasks/learning outcomes.

Unit A1 - Skills Development. This is taught in Year 12 and it gives you multiple opportunities to learn and display fundamental research, planning, technical and creative skills, professional skills and communication. You will complete a range of projects - for example, you might work in photography, documentary and short film production. Your evidence will be assessed by your teachers and verified by the exam board.

Unit A2 - Responding to a Brief. In Year 13, you will be given a brief by the exam board. You will spend several weeks planning and making a response to that brief. For example, they might ask you to design a multi-platform advertising campaign, or to plan and make a short film. You will demonstrate the skills learned in Year 12. Again your evidence portfolio will be assessed by your teachers and verified by the exam board.

DIPLOMA: As well as the two Subsidiary Units, students will complete two more:

Unit B1 - Personal Progression - Students will learn about different aspects of the Media Industry with a view to finding a career in it.

Unit B3 - Creative Industry Response - Students will be given a creative task to complete by the exam board; you might have to produce promotional materials for a new movie or come up with a pitch for a new computer game, for example.

EXTENDED DIPLOMA: As well as those Units already listed, students will complete three more.

Unit A3 – Creative Project - Students are given freedom to develop their own interests and, with teacher guidance, design a project demonstrating their abilities and skills. Some students will make films, some might focus on print-based design work, some might focus on the gaming industry or sound design, for example.

Unit B2 - Personal Investigation - Students can research and learn about an area or topic of interest to them; cinematography, perhaps, or editing, or more specific areas like character design in gaming, for example.

Unit B4 - Extended Creative Industry Response - Students will design a detailed and developed response to a brief; they might need to redesign existing promotional materials for a different audience, for example, or fix a failing advertising campaign.

As far as possible, the whole course is taught practically, and theory is gained through these practical applications.

Assessment

As with all BTEC courses the assessment is continuous and is ongoing throughout the course, with students either gaining a *Pass*, *Merit*, *Distinction* or *Distinction Star* at the end of the course. The assessment is evidence based and you will keep a portfolio that demonstrates your learning. Evidence can be written, but can include a range of forms; video, sketches, audio recordings, photographs and so on are commonly found in such portfolios. The units are a mix of internal and external assessments.

Entry requirements

The course is almost wholly practical, with the theory being delivered through practice. As such, the most important requirement is an interest in technical and practical Media. Students should be aiming to achieve a good grade in at least 4/5 GCSEs or L2 BTECs. Previous Media experience is not necessary particularly at Subsidiary level, although students who have a L2 BTEC in Media will have something of an advantage if applying for Diploma or Extended Diploma certifications. However, we have had many successful students at all levels who started from scratch; personal interest is much more important.

Career opportunities

The BTEC Extended Diploma is internationally recognized as an entry qualification for university. Students who undertake this course will probably be looking for a career in the Media or wider creative industries. It would offer direct experience for roles in Television, Film or Animation production or management courses; it would also be suitable for those seeking to work in broader industries like Advertising, Marketing, Business, Product Design or Project Management.