

BTEC First Extended Certificate in Creative Media

This course is based on an integration of theoretical and practical lectures. At extended certificate level it is equivalent to two GCSEs at C and above. To successfully complete this qualification, the learner is required to complete both core units, and up to three optional specialist units.

Core Units:

- Research for Creative Media Production
- Communication Techniques for Creative Media Production

The aim of the first core unit is to enable students to develop skills in the main research methods and techniques used within the the creative media sector. Students will achieve this through research of an existing media product and research for one of their own production.

The second core unit focuses on developing the students communication skills within the context of the media industry. It covers written, formal and informal communication using the formats, documentation and technologies needed to communicate effectively within the media sector.

Specialist Units:

- Video Production
- Web Authoring
- Advertising Production
- Writing for the Creative Media
- Photography Techniques

Students will be required to complete two of the above specialist units. This course is designed to develop your knowledge and understanding of the different processes involved in Media production. It teaches you the skills you need to work in numerous media industries and is very practical and skills based. It is widely recognized throughout the media industry and is good preparation either for the world of work or further education.

In this course you will be using the same skills that are used in the media industry everyday. These include photography, camerawork, soundtrack, digital editing, film production, radio production, website production, animation and many more.

Additional Qualifications

It must be emphasised that although we endeavour to provide opportunities for students to complete additional industry recognised qualifications within the course, we cannot guarantee all students will meet the prerequisites nor can we guarantee they will achieve the assessment criteria as a high level of skills and knowledge are required to achieve the qualifications successfully.

- ASDAN Expressive Arts Award

Assessment

Assessment is continuous through assignments. A range of assessment methods are used including written tasks, group and individual presentations, reports, video analysis and practical skill observations. All units are assessed, graded and internally verified. A sample of units may then be externally verified. An overall grade for the qualification is then awarded according to the accumulative score of all units achieved.

Where Next?

On successful completion of this course students may choose to progress onto a Diplomal level course in Media, BTEC National Diploma in Photography or Interactive Media, further vocational training, an apprenticeship or employment.

