

Coombe Sixth Form Media Studies BTEC Creative Digital Media Production National Diploma



Liz

"I'm studying Level 3 BTEC Media, and I also hope to study for a diploma in Fashion. I'm very passionate about fashion and photography, and I hope to study them at university, and then go onto my dream career as a fashion designer or photographer.

Coombe Sixth Form has a great balance, with a good social life and plenty of support from the teachers."

Exam Board / Website:

<http://qualifications.pearson.com/en/qualifications/btec-nationals/creative-digital-media-production-2016.html>



Media Studies

What does studying Media involve?

Media studies will allow you to explore the different aspects of one of the world's largest industries. No matter what career you choose, you will almost certainly become involved with media issues and contexts to a greater or lesser extent. In this course you will learn how to create various media texts and evaluate how they impact people around you.

This course is ideal for students with a sound ability in English (preferable an English GCSE at an A* to C grade) and who enjoys working with practically based assignments towards different client briefs. Do you consider yourself creative or can you imagine yourself working on a film set or in a design or music studio in the future? If you like to learn and work with different technologies and if you are open to working as a part of a team then this course is made for you.

What skills will I develop and where could studying this subject lead?

Each unit in the course will develop a range of production skills to develop your understanding of the form and conventions of magazines, social media, television, advertising, radio, film and music industries etc.

During this course you will become confident and competent with desktop publishing, digital photography, video and picture editing using industry software. Besides developing your practical skills you will also improve your analytical skills by looking at different media texts using the following key concepts: audience, representation, institution, genre and regulation.

There are a wide range of subjects and degrees that work very well together with media studies such as English, advertising, public relations, film studies, marketing, communication studies and multimedia design.

Entry requirements / prior knowledge:

Four 9-5 grades at GCSE with a minimum of a numerical grade 4 in English Language although a grade 5 is recommended. 1 equivalence to a GCSE subject is permissible.

Modules that you will cover and assessment details

We are offering the course in two strands this year. Our double award is equivalent to 2 A-Levels and is designed to give you a technical understanding of film and television production. Our triple award is equivalent to 3 A-Levels and provides learners with a wide overview of all media industries. You will gain knowledge and skills in areas such as single- and multi-camera techniques, lighting, sound recording and editing to produce practical film and television projects. The qualification is for post-16 learners and is intended as a two-year programme of study, normally in conjunction with one or more qualifications at Level 3. It is aimed at students looking to progress to employment in this sector.

During your lessons there is a high expectation of attendance and punctuality, and that deadlines are kept throughout the course. A number of media studies trips are also planned throughout the year to places such as the SKY Academy, BBC studios, BBFC and the museum of advertising and branding.

As a media student you will have the option to plan and complete a work experience placement in the media industry. Previous placements have led students to summer work and contacts for the future in their chosen field.

Similarities between GCSE and A-Level

Students, who complete a media level 2/GCSE course will find some similarities between their year 11 and 12 work. However the assessment procedures are really different from a GCSE course.

Compared to an A-level course in media studies this course is much more detailed and offers you more opportunities for practical exercises.

You will also explore many more sectors in the media industry which gives you a broader knowledge for further studies. Studying 12 lessons a week, with the same time required for homework, is a big step up. We expect more rigorous in depth investigation and research.

The expectations for the students are also different. We want you to become independent learners, arriving to lessons equipped to learn, with ideas and insights that come from your own perspective.