

## VISUAL AND MEDIA ARTS – LEVEL BTEC MEDIA TECH AWARD in CREATIVE MEDIA PRODUCTION

- Did you know that 1 in 6 new jobs created in London last year was in the media sector?
- Did you know that there is currently a skills shortage in the British film industry?
- Did you know that the L2 BTEC Media Tech Award is an exciting way to get new skills and sharpen up your analytical skills?

### The Course

You will learn how to analyse a variety of media products across the three platforms of audio/visual, print and online/e-media. You will learn areas such as how the products are constructed to appeal to their audiences and what roles genre and narrative play in their success. Through the study of industries such as the video games industry, website industries (particularly fan sites) and comics/graphic novels you'll learn more about the construction of the products and have a go at making some yourself.

In addition you will develop an understanding of media language and how it is used to represent issues and events, individuals, such as celebrities and everyday people, and social groups such as different age groups or genders. You will learn about who the audiences are that consume these products and how audiences interpret and respond to the different media forms, as well as making links between media products and the industry that creates them. You will develop your media production skills, whether it's working in 2D design with packages such as Photoshop and InDesign, or in 3D with the audio/visual editing software Premiere Pro.

The two years are broken down into three components. Instead of a written exam, at the end of the two years you will make a media product using all the skills you have learnt over the course.

*Component 1: Exploring media products (30% weighting).*

*Component 2: Developing digital media production skills (30% weighting).*

*Component 3: Create a media product in response to a brief (40% weighting).*

*Education to understand the world and change it for the better*

### **Potential Pathways**

- Further study at A-level especially closely linked to Media Studies: Film Studies, Photography & Art & Design.
- Further study at BTEC National Level 3 (the vocational equivalent of A-levels) especially Creative Media Production.

Useful inclusion on CV in application for work in any of the creative and media industries.

Media Studies will support your application for a range of Post-16 level 3 courses.

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