
What is a BTEC in Creative Media Production?

The creative media sector is a dynamic, growing and rewarding sector to work in, with new opportunities arising continually. The UK's creative industries as a whole are now worth over £84 billion per year to the UK economy. Working in the creative media industry involves a wide range of practical processes, skills and techniques – from broadcast media to increasingly interactive products and platforms. As digital technology continues to evolve, media techniques have become more sophisticated and media products are becoming more advanced. However, what has not changed is that media products still have the power to enthrall, intrigue and affect audiences.

The Award gives learners the opportunity to develop sector-specific knowledge and skills in a practical learning environment.

The main focus is on four areas of equal importance, which cover the:

- Development of key skills that prove your aptitude in creative media production such as investigating and developing ideas through pre-production, production and post-production of media products
- Process that underpins effective ways of working in creative media production, such as responding to briefs and feedback, planning and generating ideas
- Attitudes that are considered most important in creative media production, including personal management and communication
- Knowledge that underpins effective use of skills, process and attitudes in the sector such as production processes and techniques. This course complements the learning in GCSE qualifications, such as Design and Technology, Art and Design, and Computer Science, by broadening the application of 'design and make' tasks, working with a media brief, and understanding and engaging different audiences through making compelling media products.

Key features

- This is an equivalent qualification to GCSE
- 60% Controlled Assessment and 40% Exam
- Grades - Distinction *- Level 1 pass

Course Assessment

The qualification has three components. In Components 1 and 2 you will carry out tasks that your teacher will mark.

The internal grading and quality assurance of these two components will give you a clear idea of how well you are progressing in your qualification.

The design of this external assessment ensures that there is sufficient stretch and challenge, enabling the assessment of knowledge and understanding at the end of the learning period. The external assessment is based on a key task that requires learners to demonstrate that they can identify and use effectively an appropriate selection of skills, techniques, concepts, theories and knowledge from across the whole qualification in an integrated way

How can I support my studies at home?

Every pupil who takes CMP will be given the software we use in school, to use at home free of charge on their laptop or desktop computer. This will allow you to practice your skills at home and complete any tasks set. We provide you with step by step videos on how to use the software and the different techniques.

What can I do afterwards with this qualification?

Creative media studies can lead you to a range of different careers. The list below is just some of the career pathways that you could choose.

- Games production and Programming
- Graphic designer
- Website designer
- Games designer
- Advertising
- Camera Operator
- Digital imaging
- Illustration
- Animation

Once you have completed the course in Year 11 you could either continue with Creative Media at college or select a more specialised course. Either way this course will be a great step in achieving your career goals.