

Why Study Media?

(OR should the question be, 'Why Not Study Media!')

The creative media industries are now the second largest sector of the UK economy. Generating a staggering £10 Million an hour. This is only set to grow in a post Brexit world, with Pinewood Studios, having been booked for the next 11 years following the referendum & Blackhall Studios planned for development by 2020. The landscape of the UK economy is changing. It is time to educate your children about the creative media industries and how they are set to grow. To have the skills to understand Real News from the fake stuff. To change them from passive consumers of media, to active prosumers, contributing to the global village.

Understanding the media in today's world, is an essential skill. Your children have grown up as digital natives, but they need the knowledge of the older generations to be able to harness its full potential.

This vocational media pathway is designed specifically for students wishing to progress into the creative industries. If choosing it as an option, please be aware that only 25 places are on offer per class & that all applicants should submit a personal statement as to why they wish to join the course.

Vocational Media

What topics Areas will I study?

- Short Film Creation
- Developing a Screen Play.
- Working with Actors.
- Cinematography in Practice.
- How to target audiences.
- Construction of Media Products

What activities will there be?

- Create your own TV/Film.
- Create your own Radio Advert/Radio Drama.
- Create your own Online Magazine.
- Create your own adverting campaign.
- Industry pitching classes.
- Practical Industry Skills.

More Details are available at the Pearson Website:

<https://qualifications.pearson.com/en/qualifications/btec-tech-awards/creative-media-production.html>

MAKE YOURSELF EMPLOYABLE

Media Facilities We Offer!



- Full Adobe Creative Cloud,
- Access to Professional Broadcasting Equipment,
- Green Screen Room,
- Opportunity to apply for In-House industry work experience programme via



What topics will I study?

- Digital Media Sectors & Audiences.*
- Planning & Pitching a Digital Media Product.*
- Digital Moving Image Production.
- Digital Audio Production.
- Digital Publishing Production.
- Website Production.

*These units are compulsory & taken by all students

What about after Key Stage 4? (Careers and College)

- Continue your education at 6th Form or College
- Enter into the creative industries or apply for an apprenticeship in the industry

How will I be assessed?

- Examined Unit: Responding to a Media Brief
Note students only have two opportunities to pass this Unit (Assessed by Exam Board)

