

Creative Media Production at The Emmbrook is a hands-on course exploring the media sectors of publishing, (newspapers, magazines, books, e-magazines, comics) moving image/audio (TV programmes, films, video shorts, animations, radio broadcasts) and the interactive sector (websites, mobile applications, mobile games, video games, online games).

You will explore these sectors while:

- developing valuable technical skills and techniques in the Adobe Suite, producing a digital media product in response to a brief & reviewing and reflecting on the process and outcome.



The Aims of the course are:

- to learn about the sector and investigate media products across the sub-sectors, develop technical skills and techniques in the chosen discipline(s) of audio/moving image, publishing and interactive. Apply digital skills and techniques by responding to a digital media brief.

Throughout the course you will

Explore the media sub-sectors while: developing valuable technical skills and techniques in the Adobe Suite, producing a digital media product in response to a brief, reviewing and reflecting on the process and outcome.

What activities will there be?

The majority of the course is taught in the practical form and are taken in a computer room, using the computers most lessons. The course starts by exploring the media sub sectors by researching and discussing existing media products. We learn what media language is and how products are creative for a specific audience and purpose. We then look at developing our production skills in the Adobe Suite by producing a range of products for an intended audience. Examples include but not exclusive to:

- Creating a film poster, car advert, magazine cover/article
- Photography & image editing
- Filming and audio recording & editing

What percentage of the final grade is from coursework?

60% of the final mark comes from two components internally assessed. The third component is externally assessed

What about after Key Stage 4?

Students can continue on to further

- vocational and academic study at level 2 and level 3, as well as apprenticeships and traineeships.
- A-Level Media

Exam board and website?

Pearson EdExcel

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