



# Level 1/2

# Creative Media



## Why study Creative Media?

Creative Media will enable you to use digital tools to express your creativity in an informed and responsible way and aims to equip you with the knowledge, understanding and skills to design and make effective digital products for others to use, and to support future learning and exploit the creative digital industries.

Exam Board:



## Overview of course content

### Components Studied

You will study the following components throughout this course:

#### Exploring Media Products

- Media Products, Audiences and Purpose
- Genre, Narrative, Representation and Audience Interpretation
- Media Production Techniques

#### Developing Digital Media Production Skills

- Practical Skills and Techniques
- Pre-production Processes and Practices
- Production Processes and Practices
- Post-production Processes and Practices
- Review of Progress and Development

#### Create a Media Product in Response to a Brief

- Responding to a Brief
- Generating Ideas
- Planning Materials
- Managing the Production Process
- Monitor and Review the Outcomes of the Production Process
- Production Skills and Techniques
- Combining and Refining Content
- Testing and Exporting for Distribution

### Examination and Assessment

Assessment	How it's assessed
<b>Component 1:</b> Exploring Media Products	Internally
<b>Component 2:</b> Developing Digital Media Production Skills	Internally
<b>Component 3:</b> Create a Media Product in Response to a Brief	Externally



If you have any questions, please contact:  
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