

PEARSON / 2 YEARS / TV STUDIO &amp; FILM

# CREATIVE MEDIA PRODUCTION

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This qualification provides an introduction to the study of creative media production. It is the perfect course for students wishing to move on to practical media and film production courses at university. Students have progressed from this course to a range of universities, such as Northumbria, Sunderland, Leeds and Salford, on prestigious media-based degrees.

The Creative Media Production Subsidiary Diploma (TV Studio & Film) is equivalent to 1 A-level, and must be completed as a full, two-year programme. It is assessed internally, and is therefore 100% coursework. The course will cover the following units:

## TV STUDIO: BRAND NEW FOR 2019

In this unit, students will take advantage of our new TV Studio, housed in the new state-of-the-art Media, Film and ICT Building. Students will learn to operate industry-standard cameras, lighting kit, green screen technology, vision and sound mixers, to produce their own TV chat show or news segment. They will be able to contribute content to DSFCtv and our YouTube channel.

## ADVERTISEMENT PRODUCTION

In this unit, students will analyse different advertising techniques and the conventions of attracting and entertaining audiences. Students will then conceive an advertising campaign, for a product of their choice, writing a script, creating storyboards and casting. This video project will be shot and edited entirely by the student.

## VIDEO EDITING AND FILM PRODUCTION

In this unit, students will analyse different conventions of narrative storytelling used by film and TV producers, looking at formats and generic conventions. Students will prepare for a video production by creating and gathering the materials and preparing the cast and crew. This video project will be shot in small production groups, but each student will edit their own 'Director's Cut.' In the past, students have produced post-apocalyptic dramas, crime thrillers and horrors. Some of this work has been nominated for the RTS Young People's Media Festival Awards, held at the University of Sunderland.

## PHOTOSHOP AND MAGAZINE PAGE DESIGN

This unit will enable students to widen their skill set and add print-based projects to their ever-developing portfolio. Fictitiously working for Total Film, students will write critical film reviews, before designing and creating their own magazine. Students will also take part in a professional photoshoot, in the state-of-the-art photography studio.

## PRE-PRODUCTION

This unit will enable students to develop their understanding of the essential pre-production work that takes place as part of a creative media production. Students will gain an understanding of the requirements of the planning stage, from finance and logistics to regulations.