



Level 3 Extended Diploma in Creative Media Practice

Location	Cheadle College
Course Type	College 16-18
Department	Creative Digital Media
Start Date	Monday 2nd September 2024
Course Code	CFP-CM3D-1100

Course Overview

Creative media is a full time vocational course equivalent to 3 A levels. There are no exams on this course and all tasks are assessed through course work.

As part of this course, you will look at a wide variety of disciplines geared towards working in the media industry. The course is designed to introduce a variety of topics over the two years through assignments and live chat briefs. All tasks connect with industry job roles and career pathways.

This course is for those interested in further developing their skills in digital graphics, film production, animation, web and app design, 3D environment and character design, research, journalism and media theories.

You will be assessed against 5 key targets which are:

- Informing ideas
- Problem solving
- Professionalism
- Communication

In order to achieve well on this course and progress to employment, apprenticeships or university it is vital you learn to work together, communicate well and work in teams. A career in the media industry is demanding and requires excellent communication skills which we then apply to the 5 key targets set by BTEC.

The UK creative industries contribute billions to the UK economy through music, TV, games, product design, written copy, advertising and marketing. This trend has been rising in recent years and the UK creative industries continued to lead, thrive and grow. Our projects are set to match industry

expectations and often have links with employers, job roles and destination targets like universities.

Course Requirements

General entry requirements for our Level 3 Advanced Vocational Qualifications include 4 GCSEs grade 4 or above, including English and/or Maths. For Creative Media Practise we are looking for applicants with a passion for media, film, production and the industry as a whole.

We are an inclusive college and will consider all applications at interview.

What You Will Learn

Travel permitting, we enjoy a variety of trips to media related industries such as: MediaCityUK, behind the scenes tour. Double negative in Soho, London for a conversation about VFQ and the growing industry. Architecture, product design and Q&A's at the British Museum. Street art tours of Manchester. Manchester Art Gallery and the Whitworth Gallery visits. All of our trips link with either projects or industry careers.

Assessment

Students will be offered a 1-week work placement during year 1 of their course.

Students will also have the option to attend creative media course trips, including; Manchester art galleries, Salford's Media City, an overnight trip to London and a behind the scenes look at Double Negative Visual effects studio (these can change due to availability)

Progression

The full two-year programme is the equivalent of 3 A-levels, preparing students to progress onto Higher Education studying a range of subjects at University such as Film & Television Production, Marketing, Multimedia Journalism, Animation Production, Games Design and Development, Visual Effect (VFX) Advertising and many more.

Alternatively, this course is the perfect preparation for students wishing to go into employment within the creative industries, making use of links with apprenticeship providers and local employers.

There are a number of creative careers to consider when studying with us, these include: Digital marketer, location manager, game designer, media buyer, media planner, public relations officer, runner for broadcasting/film/video, social media manager, TV/Film producer, television production coordinator, advertising account, arts administrator, event manager, film director, marketing executive, photographer, UX designer.

The programme has strong industry links which will prepare you for your career. Currently our year 2 students are working with year 3 university students studying Manchester Film School at UCEN. The year 3 film producers are working with our students to design marketing material and in film graphics for their 10-minute short films. Communication, problem solving, and professionalism are our key targets for this project.

Career Options

There are a number of creative careers to consider when studying with us, these include: Digital marketer, Location manager, Media buyer, Media planner, Public relations officer, Runner for broadcasting/film/video, Social media manager, Television/film/video producer, Television production coordinator, Advertising account, Arts administrator, Event manager, Film director, Marketing executive, Photographer, UX designer.

Mandatory Units

Learning and teaching modules: Related assessment units:

A Exploring and Developing Creative Media Skills - 540 GLH A1 Skills Development
A2 Creative Project

B Advancing Creative Practice-540 GLH B1 Personal Progression
B2 Creative Industry Response

Contact Details

For further information please contact T: 0161 886 7070 or E: info@trafford.ac.uk

Disclaimer

Although every care has been taken to ensure that the information contained within this document is accurate, there may be changes to this programme and provision. We will endeavour to keep prospective and current students updated where appropriate and when the information becomes available.