



Sixth Form Centre



APPRENTICESHIPS

CREATIVE MEDIA PRACTICE INFORMATION

Helping you settle into student life

**GET
READY...
FOR COLLEGE**



Welcome to Creative Media

The Creative Digital Media course will help develop your skills and set you on your path to working in your chosen sector of the media industry.

From film & TV to photography, graphic design, advertising, journalism, animation and marketing, you will learn how to research & develop ideas, co-ordinate & organise, implement filming & photography techniques, utilise sound, lighting & editing principles, film theory, graphic design and many more skills vital to the media industries.

During the course, you will create multiple short films, music videos, digital magazines and posters as well as video and photography-based advertisements using a variety of technical equipment along with developing new creative & practical skills.



Welcome To Creative Media *Your Journey Begins Here...*



You will be taught by a team of lecturers with industry experience and specialisms, culminating in our very own 'Oscars Ceremony', a glamorous annual event celebrating the incredible work of our Creative Media students.

Even parents and guardians are invited!

Welcome to Creative Media

Industries We Feed Into

Creative Media is where storytelling meets technology. You will learn how ideas become films, music videos, photography, podcasts, adverts, and digital content seen by millions. The course blends practical production skills with creative thinking planning shoots, filming with professional cameras, designing visuals, editing in industry software, and showcasing your work as a media creator.

The creative sector is one of the fastest-growing industries in the UK and across the world. Our course opens pathways into:

Film & Television

Photography & Digital Imaging

Social Media & Content Creation

Audio Production & Podcasting

Journalism & Online Media

Graphic Design & Advertising

Gaming & VFX

Broadcasting & Live Events

Whether you dream of working behind the camera, designing visuals, telling powerful stories or shaping the media of tomorrow, this course helps you take the first step into an exciting future.



Creative Digital Media

Module and Assessment Structure

Learners produce real work that showcases their abilities. Examples include:

- One - Minute Film Challenge (visual storytelling)
- Music Video Production (creative concept + shoot)
- Brand You — personal branding and portfolio building
- Live Client Briefs with local companies
- Short Film Production — writing, directing, editing
- Photography Exhibitions and Sony Award entries

Our Creative Media BTEC is assessed through **coursework only** no written exams. You will complete practical projects such as films, photography, and design work, supported by research and evaluations. Throughout each project, you are assessed on five key areas:

- Informing Ideas – research and developing creative concepts
- Problem Solving – responding to briefs and overcoming challenges
- Technical Skills – using equipment, software, and production techniques
- Professional Practice – working safely, reliably and professionally
- Communication – presenting and explaining your work clearly

AC5: Communication

Skills for communicating the meaning, purpose and function of work, including research, development, outcomes and presentation.

AC4: Professional practice

Skills for applying professionalism to development through practice, project management and working safely.



AC1: Informing ideas

Skills for informing development of ideas and outcomes as they evolve and progress.

AC2: Problem solving

Skills for problem solving throughout development by engaging with the brief and its requirements.

AC3: Technical skill

Technical skills that exploit the potential of media, materials, techniques and processes.

Employability and Career Paths



Careers that students can progress into include:

Camera Operator • Editor • Director • DOP

Photographer • Graphic Designer

Content Creator • Social Media Manager

Journalist • Researcher • Screenwriter

Sound Designer • Podcast Producer

Games Artist • VFX Assistant

Skills you learn here open doors both locally and internationally.

University & Higher-Level Progression

Our pathways lead to:

BTEC Level 3 Creative Media

Higher National Certificate (HNC) in Creative Media

BA Degrees in Film, Media, Animation, Photography, Journalism, Marketing,
Games, and more

Many of our students go on to work freelance or join creative agencies
building careers they love.

Academic Calendar

Important Dates

To help you plan ahead, here are some key dates that you'll want to know about:

Monday 1 September 2025 – New academic year commences (first year students)

Thursday 4 September 2025 – New academic year commences (returning students)

Wednesday 1 October 2025 – Fresher's fair

Monday 27 October – Friday 31 October 2025 - Half Term

Tuesday 11 November – Parent's evening (first year students)

Saturday 6 December – Winter Wonderland

Friday 19 December – Friday 2 January 2026 - Christmas Break (Return on 5 January)

Monday 16 February 2026 – Friday 20 February 2026 - Half Term

Wednesday 4 March 2026 – Parent's evening (first year students)

Friday 27 March – Friday 10 April 2026 - Easter Break (Return on 13 April)

Monday 4 May – Bank holiday

Monday 25 May – Friday 29 May 2026 - Half Term

Thursday 4 June – CIC Oscars ceremony

Monday 15 June 2026 - Summer Break Commences (TBC)

All courses have individual start dates.



A Typical Day on the Course

Improving Skills By Engaging In Learning

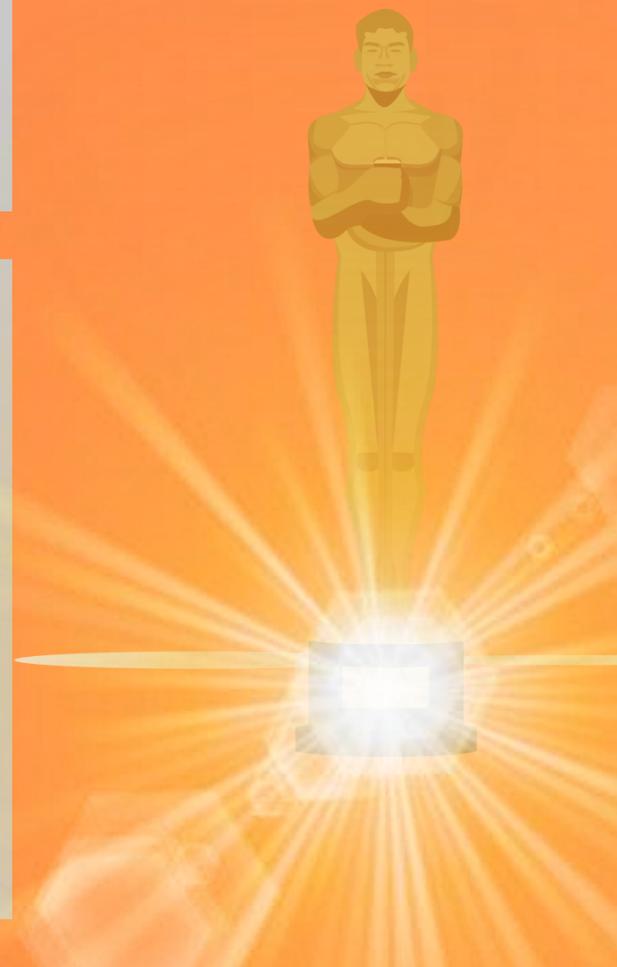
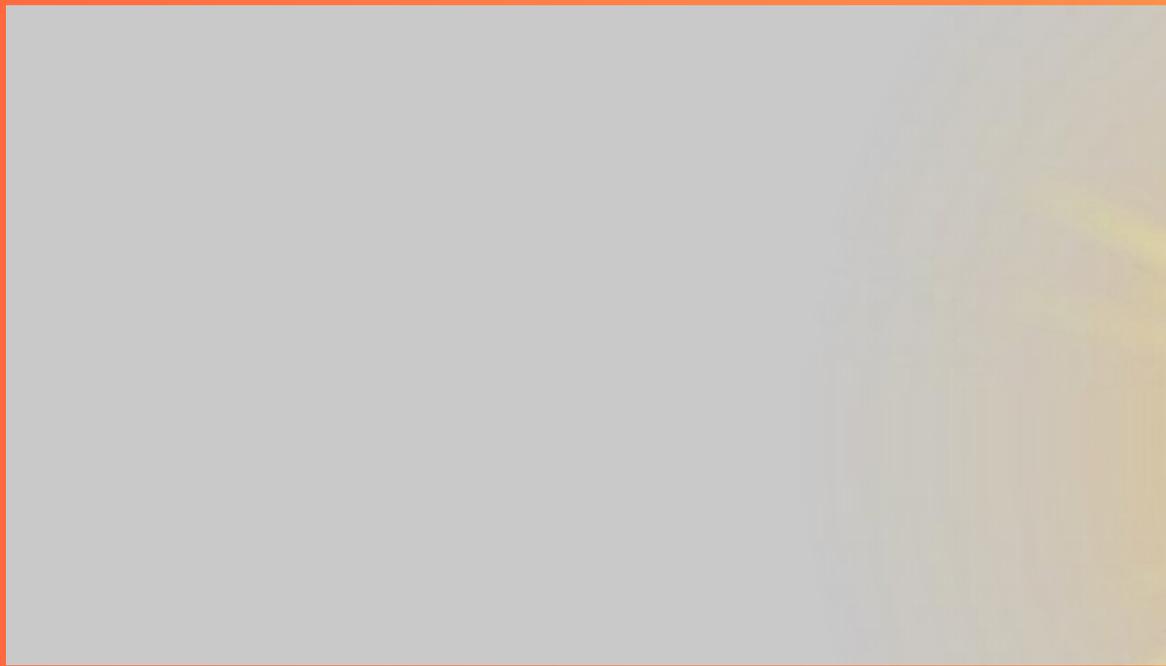
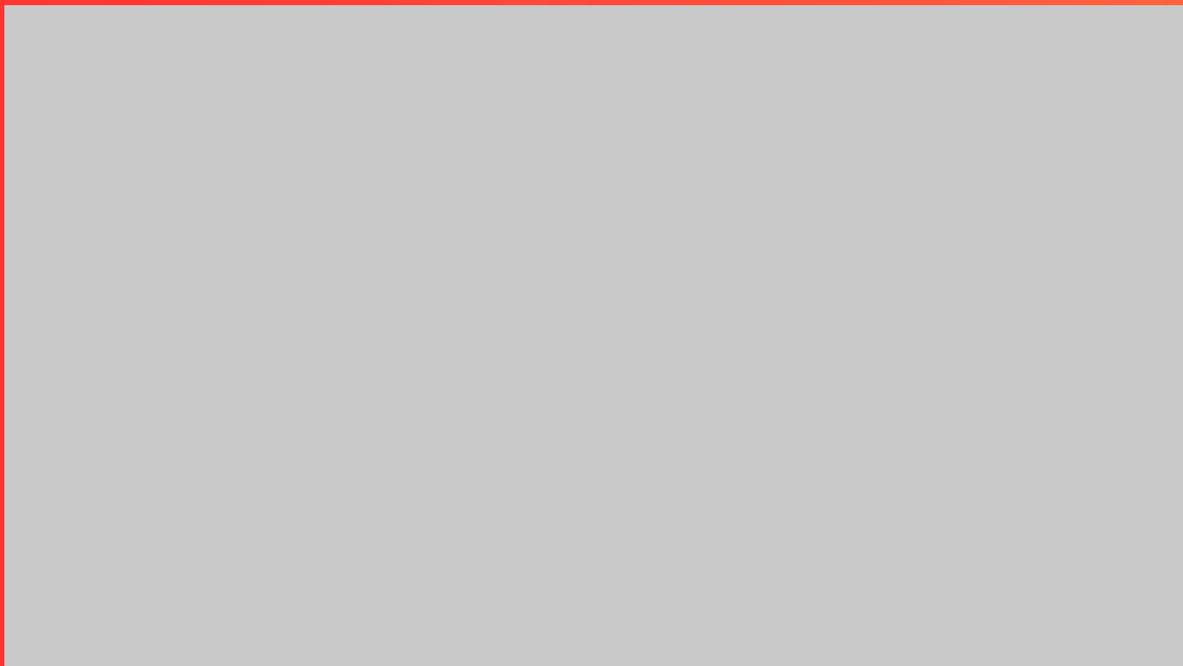
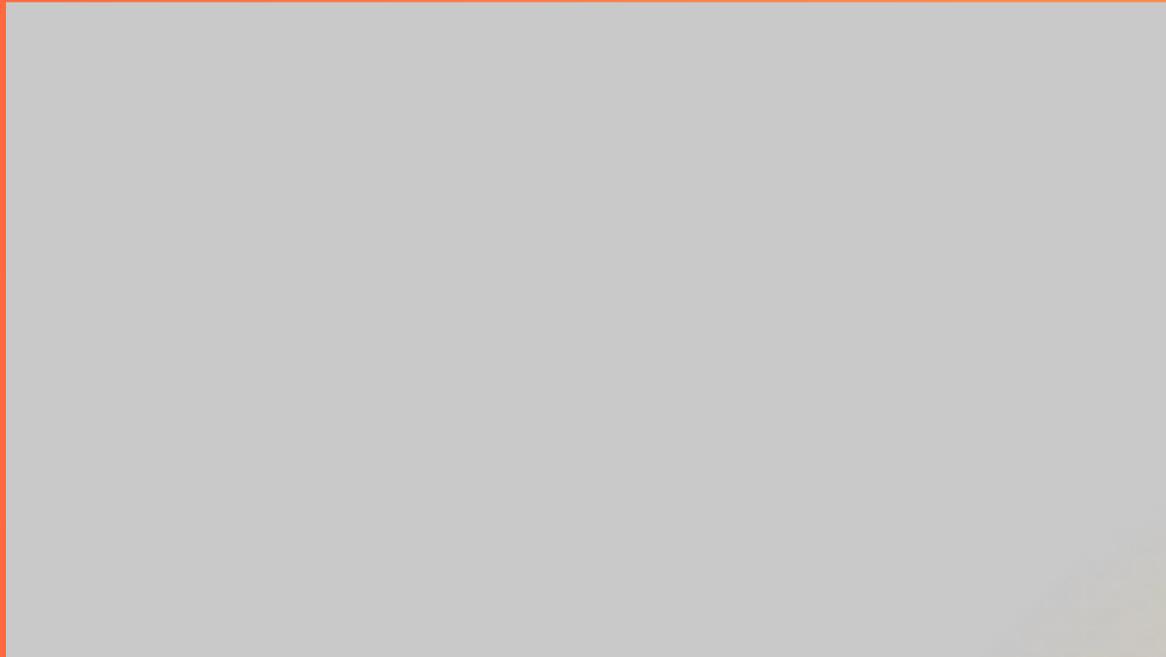
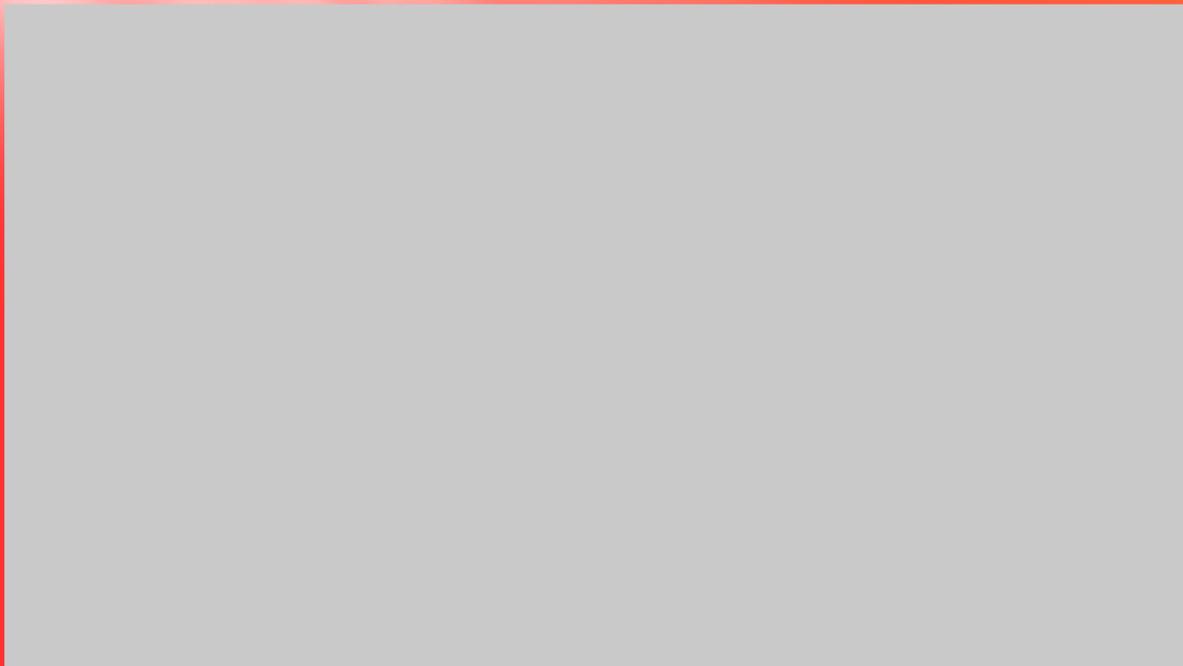
No two days are the same but here's a flavour of student life:

- **Creative Workshops: film, photography, editing and design**
 - **Collaboration Time: project groups and independent practice**
- **PPD Sessions: wellbeing, careers, confidence building**
 - **Industry Engagement: guest speakers, masterclasses & employer briefs**
- **Trips and Experiences: film studios, galleries, media workplaces**

We support your professionalism and independence, preparing you for the next step.

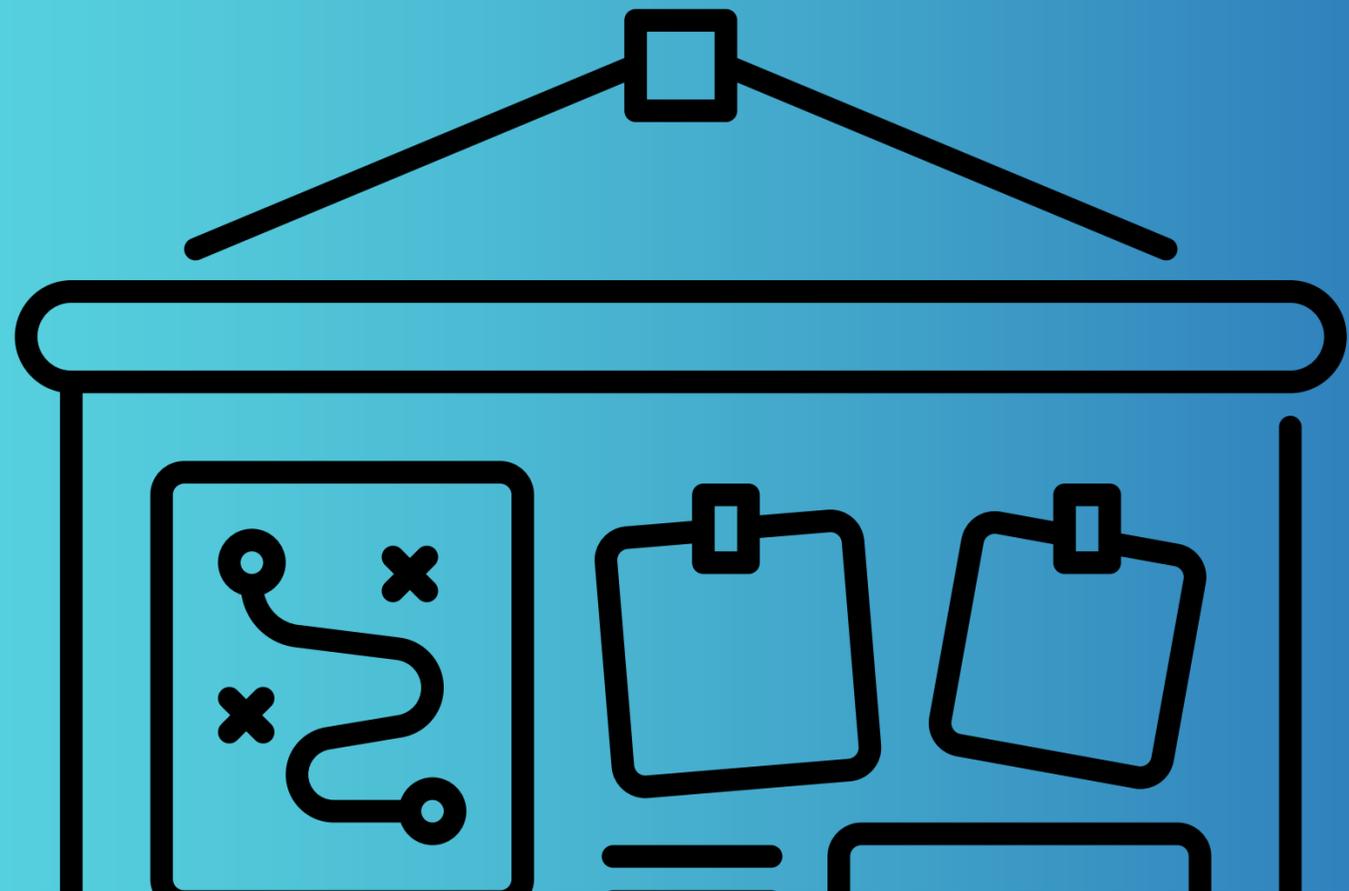


Example Student Work



About Me

Create Your Personality Mood Board for yourself as a film character
Make a mini collage of your favourites.
Include titles, names, doodles, sketches, or quick notes
Give your board a title that reflects your style,
use Canva & add a page below



What are your interests?



Bio:

Name: _____

Date of Birth: _____

Zodiac Sign: _____

Pets: _____

About them:

Likes:

Their Goal this Year:

Dislikes:

Be prepared to share with the Class - Introduce one or two of your top picks