BTEC Tech Award in Creative Media Production

Overview

The skills developed through creative media are integral to many roles within the creative sector, which is a collection of exciting and vibrant industries including film, television, games, web and app development, and publishing. As digital technology continues to evolve, media techniques have become more sophisticated and media products are becoming more advanced. However, what hasn't changed is that media products still have the power to intrigue and affect audiences. The creative sector in the UK contributed nearly £112 billion to the economy in 2019 and has grown by 7.4% since 2017.

What are the purposes of different media products?

All media products are created to serve a purpose to the audience:

- Inform
- Educate
- Entertain
- Benefit
- Inspire
- Raise Awareness
- Promotion
- Innovate
- Escapism
- Profit
- Experimentation

Media Products

Audio/Moving Image

1. TV Programmes
2. Films
3. Music Videos
4. Animations
5. TV and Radio Adverts
6. Radio Broadcasts
7. Podcasts

Publishing Products

1. Newspapers
2. Magazines
3. Comics
4. Brochures
5. Print Advertisements

Interactive Products

1. Websites
2. Mobile Apps
3. E-Magazines
4. Mobile Games
5. Online Games
6. Video Games
7. Advertisements

Media Audience
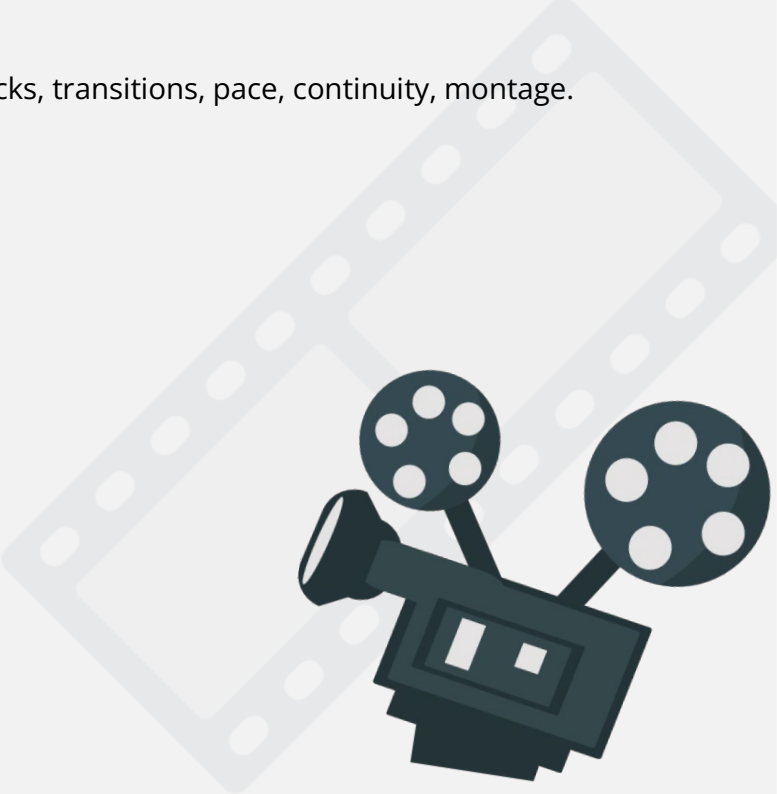
Category	Description
Gender	Is the product aimed at males, females, or both?
Age	Is it aimed at a particular age group?
Lifestyle	Is it for a specific group with shared interests?
Socio-Economic	Is it aimed at a particular class of people?
Primary Audience	Who is the product aimed at/designed for?
Secondary Audience	Who else might be interested in the product?

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Media Production Techniques

Genre

Genre is the category of a media product, like comedy, horror, or sci-fi. Each genre has specific features or conventions. For example, horror often has dark lighting and suspenseful music.

Narrative

Narrative is the story or sequence of events in a media product. It often has a structure, like a beginning, middle, and end (e.g., Todorov's narrative structure).

Structures: Linear, Non-Linear, Interactive, Circular

Characterisation

Characterisation is how characters are created and developed. It can be shown through what they look like, what they say, and what they do. It is based on **S**peech, **T**houghts, **E**ffects, **A**ctions, **L**ooks (**STEAL**).

Representation

Representation is how people, places, and ideas are shown in media. It includes gender, ethnicity, disability, culture, and more.

Representations can be both positive and negative.

Media Codes and Conventions

Audio and Moving Image:

- Camera Work: set-up, framing, shot type/length, camera angle, movement of the camera in a shot.
- Mise en Scène: use of costume, hair, makeup, props, setting and expression.
- Lighting Set-Up: under, overhead lighting, side lighting, fill, use of shadows.
- Use of Sound: sound effects, voice-overs, dialogue, incidental music, bridges, sound mixing.
- Editing Techniques: flashbacks, transitions, pace, continuity, montage.

Camera Shots and Angles

Extreme Close Up

Close Up

Medium Shot

Long Shot

Low Angle Shot

High Angle Shot

Point of View Shot