

CRAVEN COLLEGE



# CREATIVE MEDIA

## LEVEL 3 DIPLOMA



**ual:** awarding  
body

# OVERVIEW

The Level 3 Diploma in Creative Media has been designed to provide students with the knowledge, skills and understanding necessary to access and progress to degree level study or employment in the Creative Media industry.

It provides an opportunity for those who have an interest in the creative media to explore, develop and test their creativity within a qualification structure which is stimulating, demanding and provides a supportive transition from general to more specialised study.



# COURSE DELIVERY & CURRICULUM

To achieve the Level 3 Diploma in Creative Media, students need to complete eight units, completing units 1-7 first before completing Unit 8 Developing a creative media production project, which is your final major project. The units are delivered through various projects which take place throughout the academic year. In the year you will also take part in various workshops, educational visits and Work Experience. This is a series of planned activities that uses the context of work to develop knowledge, skills and understanding useful in work, including learning through the experience of work, learning about work and working practices, and learning the skills for work.

Project 1 | Music Video

Project 2 | Industry Practice

Project 3 | Single Camera Drama

Project 4 | Interactive Podcast

Project 5 | Final Major Project





# MUSIC VIDEO

For this project you have just joined ONE an independent production whose main line of work is creating music videos for many different clients for all different genres of music. Your executive producer has asked you to develop an idea, plan, schedule, shoot and edit a no-budget music video for a client of your choosing. This project is a way of showcasing what you have learnt over the first month of working with the company.



---

## UNIT 1 - INTRODUCTION TO MEDIA PROCESSES AND TECHNICAL SKILLS

Provides students with an introduction to a range of processes and skills used in creative media production and technology and to the particular characteristics and methods of communication within the media sector

### Learning Outcomes

- Understand processes and technical skills used in creative media production
- Understand the characteristics and methods of communication within a media context

---

## UNIT 2 - INTRODUCTION TO DESIGN AND RESEARCH SKILLS IN CREATIVE MEDIA PRODUCTION

Provides students with an introduction to a range of design and research activities and related skills appropriate to the support of creative media production. The unit will also develop an understanding of the vital role that design and research play in informing and developing ideas.

### Learning Outcomes

- Understand the characteristics and conventions of a live performance
- Be able to communicate meaning to an identified audience

# INDUSTRY PRACTICE

This project provides you with an introduction to the diversity of roles, responsibilities, employment and progression opportunities available within the Creative Media sector. It will introduce the student to professional working practices and give an understanding of the skills needed for a career in creative media technology and production.

---

## UNIT 3 - INTRODUCTION TO PROFESSIONAL PRACTICE

### Learning Outcomes:

- Understand progression opportunities within the creative media sector
- Understand the skills needed to pursue a career in the creative media sector
- Be able to carry out roles and responsibilities consistent with professional practice



# SINGLE CAMERA DRAMA

In this project you will explore the ways in which short films are produced and how tell stories through film. During this process and throughout this project you will be expected to keep a blog where you discuss, review and evaluate what you have learnt and critically analyse the practical and contextual work that you are engaged in.



---

## UNIT 4 - CRITICAL AND CONTEXTUAL AWARENESS IN CREATIVE MEDIA PRODUCTION

Provides students with an introduction to historical and contemporary contexts and perspectives influencing the development of ideas and technology within creative media production

### Learning Outcomes:

- Understand critical perspectives that influence the analysis of creative media production activities

---

## UNIT 5 - INVESTIGATING AUDIO PRODUCTION AND TECHNOLOGY

Develops students' abilities to critically analyse and integrate, knowledge and understanding acquired in previous units and to investigate the specific skills and attributes required for creative production and technology in audio-based media platforms.

### Learning Outcomes:

- Be able to analyse an audio-based problem in creative media production
- Be able to use an integrated approach to audio-based creative media problem solving and production
- Be able to evaluate solutions to an audio-based problem in creative media production

---

## UNIT 6 - INVESTIGATING VISUAL PRODUCTION AND TECHNOLOGY

Develop students' abilities to critically analyse, and integrate, knowledge and understanding acquired in previous units and to investigate the specific skills and attributes required for creative production and technology in visual-based media platforms.

### Learning Outcomes:

- Be able to analyse a visual-based problem in creative media production
- Be able to use an integrated approach to visual-based creative media problem solving and production
- Be able to evaluate solutions to a visual-based problem in creative media production



# INTERACTIVE PODCAST

In this project you will develop your abilities to critically analyse, and integrate, knowledge and understanding acquired in previous units and to investigate the specific skills and attributes required for creative production and communication in interactive-based media platforms. You will create a podcast which will include interactive features.

---

## UNIT 7 - INVESTIGATING INTERACTIVE MEDIA PRODUCTION AND TECHNOLOGY

### Learning Outcomes

- Be able to analyse an interactive-based problem in creative media production
- Be able to use an integrated approach to interactive-based creative media problem solving and production
- Be able to evaluate solutions to an interactive-based problem in creative media production

# FINAL MAJOR PROJECT

This is your final project where it provides an opportunity for you to engage in a collaborative production and demonstrate your ability to competently use the range of skills, knowledge and understanding acquired throughout the course. It is expected that you will take greater ownership of your learning and through a process of discussion and evaluation respond positively to opportunities for individual expression and creativity.

---

## UNIT 8 - DEVELOPING A CREATIVE MEDIA PRODUCTION PROJECT

Provide students with the opportunity to make use of the skills, knowledge and understanding developed through the previous units to complete a creative media project. The unit will provide students with a measure of self-directed learning, and an opportunity to begin to clarify their longer-term goals through their choice of an activity to explore in greater depth.

### Learning Outcomes

- Understand the requirements of a creative media production project
- Be able to use research methods to inform ideas for creative media production
- Be able to use skills, knowledge and understanding in the completion of a creative media project
- Be able to evaluate a creative media project





# EXTRA CURRICULAR ACTIVITIES

---

## PLACES THAT WE HAVE VISITED

- Bradford Media Museum
- London residential – Film tours, Harry Potter Warner Bros Studio Tour, BBFC
- Yorkshire Sculpture Park
- BBC Studios
- Audio and Radio Industry Awards
- BBC Radio 1 Academy event

## GUEST SPEAKERS

- Broden Salmon, Filmmaker
- David Rothwell, Freelance Radio Producer and Tech Op
- Liam Stratton – Ex student and script writer
- Geoff Bird, the Artistic Director at Hinterlands film festival and radio producer.
- Tom Diffenthal Filmmaker
- Aaron Dunleavy, filmmaker
- Richard Jones, a Senior Lecturer and Course Leader on the BA (Hons) Journalism course at Huddersfield University.
- Dr. Liz Dobson, a Senior Lecturer in Music Technology at the University of Huddersfield.



# OTHER ACTIVITIES

## WORK EXPERIENCE/INDUSTRY PRACTICE

As part of the course, you will take part in 37 hours of work-based experience. The work experience week has been allocated to the week commencing 01 March 2021. However, work experience can be done at other times of the year as long as it does not interfere with your learning in college. Your work experience must be linked with the course you are studying but tutors and college staff will be able to advise you further on this.

In the past our students have produced films for Airedale Hospital, Local Businesses, spent time at independent film companies, Marketing, Local and national TV stations, local and national radio stations and within social Media departments



# OTHER INFORMATION

## STUDENT SUPPORT

No two students are the same and we understand the importance of valuing people as individuals and recognise that sometimes there are barriers that may get in the way of people reaching their potential. The support services within College exist to help remove those barriers where possible. Through our various services, we can provide a network of support to help you get the most out of your course.



# PROGRESSION ROUTES

---

## CAREER PROGRESSION

- Multimedia Specialist
- Television/Film/Video Producer
- Broadcast Journalist
- Videographer
- Editorial Assistant
- Radio Presenter
- Audio Specialist

---

## ACADEMIC PROGRESSION

- Creative Media Technology BSc (Hons)
- Journalism BA (Hons)
- Radio & Television BA (Hons)





# Enriching lives through learning

Craven College  
Aireville Campus  
Gargrave Road, Skipton  
North Yorkshire, BD23 1US  
Tel: 01756 791 411

[enquiries@craven-college.ac.uk](mailto:enquiries@craven-college.ac.uk)  
[www.craven-college.ac.uk](http://www.craven-college.ac.uk)

