



Advanced Diploma in Creative and Media

The new Advanced Diploma pathways offer the opportunity for students to combine practical and theoretical learning. The Advanced level is a two year programme of study.

Two years full-time (equivalent to three and a half A Levels when taken with an additional A Level).

The creative and media industry encompasses a wide range of companies that do very different things, from broadcast journalism or theatre production to computer graphics or music technology. Throughout the Diploma students will have the chance to learn how the creative processes can be applied to many types of organisations and careers that make up these industries. The Diploma will involve a lot of practical work and students will be actively learning from projects set by their teachers but often led by industry professionals. Students will take on a range of responsibilities that will help them to channel their creativity, whilst learning important skills for the job market, such as managing their time and working as a team. They will develop the ability to analyse, create and communicate, studying the creative industries as businesses, covering areas that may range from film to fashion, advertising to animation, and sculpture to sound design.

Requirements:

Standard entry requirements for A Level programme. The student will also be expected to meet the Average Points Score for this subject.

The course will focus on:

On this course you will interact with and research into a range of media, performance and visual arts aspects. These aspects reflect employment opportunities within the industry. You will study and collaborate with a variety of subjects and practitioners, such as TV, music, film, fashion, art and theatre productions, as well as manage a chosen event; you may even explore the setting up and running of a digital arts or theatre production company. A combination of six units and an extended project form the assessment structure of your course. The six subject units will include:

- **Capture:** creating a record or capturing an idea, this may combine elements drawn from the full range of visual, live and media arts, this can be done mechanically through traditional methods such as drawing, writing, or electronically using modern digital technology.
- **Show:** explore the purposes of exhibiting or staging creative and artistic work and the possibilities it brings, develop your skills in planning and preparing for the showing of your work including marketing and publicity procedures.
- **Interact:** will give you the opportunity to develop work in a social context. Your work might reflect specific community groups, actions and concerns, contemporary themes or media needs. Examples could include street theatre; a photography, audio, or audio/visual programme about a changing community; writing songs or performing and arranging a show to mark an occasion; creating an exhibition.

- **Commission:** in this unit you will be given a commission and will work with the client to produce a suitable outcome. For example, a musician might be commissioned by a radio station to write a number of jingles, a dancer might be commissioned to choreograph and perform a dance sequence for a television drama or a music video, or a designer might be commissioned to design a range of posters and leaflets for an event or company.
- **Evaluate:** you will discuss your ideas, progress, achievements and your personal development. This will include reference to the tutorials, critiques and discussions that form part of the course. Evaluation is part of every unit; for this unit a more in depth report will be required, helping you to reinforce your understanding and ability to meet new challenges.
- **Investigate:** aims to develop your knowledge and understanding of historical and contemporary contexts in the creative and media arts by giving you the opportunity to investigate someone whose work particularly interests you.
- **Extended project:** this runs the length of the second year, and is a negotiated project based upon your specialist interest. The other six units are spread over two years.

You will also be required to enrol onto an **additional A Level** programme of your choice to complement your studies. This course is designed to meet the demands of employers and therefore increase your employability in the creative and media industries. You will explore and investigate real industry practices and develop personal learning and thinking skills that will allow you to work in a range of roles in or around your career aspirations. This will be developed with your input and your aspirations at the centre. You will be required to explore a range of different roles within the media production related industries, which will give you invaluable experience as well as high qualifications.

Work Experience:

Diploma students will do a minimum of ten days work experience at Foundation Level. There will be the chance to learn, and be mentored by professionals working in the chosen area of work.

Methods of Assessment:

Methods of assessment will include project work, case studies and coursework assessed internally and externally by industry and Edexcel.

Progression:

Successful completion of the course will enable you to apply for entry to creative and media specialist courses at university or, alternatively, you may choose to seek employment within the creative and media industries.