



Media Studies A Level/ BTEC Options

The new specifications in Media Studies will start in 2017 and, depending on the Media Department's decision, either AS and A level Media Studies (which is yet to be accredited by OFQUAL) or a BTEC in Digital Media will be offered. BTEC level 3 is the equivalent of studying A-levels.

Three components will be covered for AS which are:

- **Component 1:** Investigating Media Language and Representation – assessed by exam which carries 30% of qualification
- **Component 2:** Investigating Media Forms and Products – assessed by exam which carries 40% of the qualification
- **Component 3:** Media Production – coursework which carries 30% of the qualification

Three components will be covered for A level which are:

- **Component 1:** Meanings and Representations in the Media – assessed by exam which carries 30% of qualification
- **Component 2:** Media Forms and Products In Depth – assessed by exam which carries 40% of the qualification
- **Component 3:** Cross-Media Production – coursework which carries 30% of the qualification

In these components you will study aspects all three media platforms; print, broadcast and e-media. You will also have the opportunity to use industry standard Adobe software such as *Photoshop*, *Illustrator* and *Premier* to create your productions.

As an alternative to A Level; we will be offering a BTEC Digital Media in which you will take between five and seven units, three mandatory and between two and four optional units (depending on the size of units you choose).

You will study the following mandatory units:

- Media products and audiences – assessed by examination
- Pre-production and planning – assessed by examination
- Create a media product – assessed by the school and moderated by the board

These units will give you an understanding of how different media institutions operate to create products that appeal to specific target audiences. You'll gain knowledge and understanding of the pre-production, planning and production processes and go on to create a media product. Through this you will also develop transferable skills such as planning, communication, adaptability and leadership.

The optional units provide you with the opportunity to broaden your knowledge, understanding and skills in key areas such as, social media and globalisation, journalism and the news industry or advertising media.



Future Opportunities

Media studies graduates typically enter careers in the media, cultural and creative industries. Areas of work include television and radio, film and video, digital media, computer games, journalism, writing and publishing, PR and media practice.

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