



## Advanced Diploma Creative and Media

### WHY TAKE THE CREATIVE AND MEDIA DIPLOMA?

The Advanced Diploma in Creative and Media is a new two year qualification worth 3.5 A Levels that provides an alternative route to A levels and BTEC Nationals. You will study a whole range of subjects connected to Interactive Media and Publishing.

### WHAT ARE THE KEY AREAS OF STUDY?

Interactive Media is the language of action, designed for 'users', while Publishing is generally that made for viewers, readers or listeners. Both industries are very fluid sectors with many overlaps and blurred distinctions between them. Examples of Interactive Media include Web Sites, Computer Games, Video Special Effects, 3D Computer Graphics, and Digital Imaging (Photography). Publishing is made up of a diverse group of industries including Books, Newspapers, Journals, Magazines, and Business Media.

### WHAT SKILLS WILL I NEED AND DEVELOP?

The Creative and Media Diploma will enable you to learn more about the Interactive Media and Publishing industries. You will explore your own creativity and develop your skills in critical thinking, creative problem solving and communication. You will develop practical skills which will enable you to apply your ideas using industry standard hardware and software for photo manipulation, animation and website design. You will learn important skills for the job market such as managing your time and working as a team. The Diploma also offers a mix of theoretical and applied learning, including functional English, Maths and ICT.

### ARE THERE ANY SPECIAL QUALIFICATIONS I NEED?

You will need GCSE grade C or above in Maths and English.

### HOW WILL I BE ASSESSED?

You will put together a portfolio of work, evidencing the six main units of the Diploma, which is internally assessed and moderated as the course progresses. You will complete an extended project to show that you can apply the skills you've learned in a work context. Some units will be completed under standard examination conditions.

### PRIESTLEY EXTRA

As well as working in the studios you will be encouraged to participate in professional workshops and research trips, both locally and abroad. As part of your course, you will take part in work experience and have the opportunity to talk to visiting speakers from universities and from industry about careers and courses.