BA (HONS) CREATIVE MEDIA PRODUCTION

The Applied Media degree at Truro College has evolved in response to the requirements of production and consumption in a media industry continually in flux. It builds on the notion of media convergence, of technological change which brings all media closer together in methods and capabilities.

Level 6 · Bachelor's Degree · Truro College

TOP COURSE HIGHLIGHTS

SHAPE YOUR IDENTITY THROUGH ASSESSMENT | KNOWLEDGEABLE AND FRIENDLY TUTORS | FANTASTIC WORKING ENVIRONMENT

INDUSTRY STANDARD FACILITIES

You will enjoy our state-of-the-art facilities and friendly campus as part of your course

DISCOVER YOUR CREATIVE IDENTITY

The self-initiated final major project supports an independent approach to identifying possible ideas, initiating research and developing workable practical outcomes.

GAIN ALL-ROUND KNOWLEDGE OF MEDIA

The philosophy of this programme is underpinned by the concept of '360 Degree Media'. This contemporary approach will ensure that students are fully equipped for the media industries of the twenty-first century

WHY CHOOSE THIS COURSE?

BA (Hons) Applied Media will encourage you to utilise a range of different media skills to develop your own practice and portfolio. This might include areas such as creative photographic practice, film making, print publications or graphic media. The philosophy of the programme is underpinned by the concept of 360 Degree Media– this contemporary approach ensures that you are fully equipped for the 21st century media industry upon graduation. Due to the convergence of media practices and great technological changes within the industry, the course aims to bring together skills and methods of media production in relation to social, cultural, industrial, commercial and promotional environments.

The structure of the course helps you to balance an understanding of specialist knowledge and a wider awareness across media industries. You will have the opportunity to work with local organisations such as the Cornwall Museum Group or the National Trust to produce creative media products. Guest speaker visits will take place throughout the year, allowing you to discuss ideas surrounding relevant media industries with professionals who know the business. Graduates from the course have subsequently become freelancers, while others have joined local creative agencies or marketing departments. Previous students have set up a sound engineering studio, a magazine design company, a video production company and a wedding photography business while others are producing work for several print and web publications around Cornwall. Other career options could include content creator, social media management, self-shooting director/producer, marketing, magazine design, print and web design and education.

WHAT WILL I LEARN?

By working with a real client in the Creative Production module the students are given a real-world experience they can use in their online portfolios, which they also produce as part of the course. In the past, students have worked with The Cornwall Museums group, The National Trust, Cornwall AONB, Truro BID, The Wave Project and Hall for Cornwall. Advice is also gained via our many outside speakers who discuss their career paths, working in the relevant media industries and practical tips about self-promotion and media technologies. We also organise trips in relation to the Induction Project and the Creative Practice in a local Context module and encourage students to engage with online festivals and competitions that will aid their progress in the media industries. Programme Quality Handbook

WHERE WILL IT TAKE ME?

Several graduates from the course have set up as freelancers or started their own businesses. Previous students have set up a sound engineering studio, a magazine design company, a video production company and a wedding photography business while others are producing work for several print and web publications around Cornwall. Others have gained employment in the media industries in the county and further afield. Recent graduates have gained employment in digital media and social media management, content creation, marketing, digital publishing, freelance film production and education.

ENTRY REQUIREMENTS

If you have successfully completed a Foundation Degree or HND in Media, Photography, Television, Film Production, Animation, Advertising, Digital Visualisation or a related course you may be able to progress onto this stage.

IMPORTANT

Course information can change. Please use the QR code below for the current assessment arrangements, entry requirements and start dates.

FOR THE LATEST COURSE INFORMATION

Scan for assessment arrangements, learner support, confirmed start dates and how to apply.