UAL LEVEL 3 EXTENDED DIPLOMA IN CREATIVE PRACTICE (MEDIA PRODUCTION PATHWAY)

The creative industries are experiencing an unprecedented convergence of traditional art forms and digital technology. Today's media practitioners are no longer restricted to a single medium; they are multi-disciplinary storytellers, visual communicators, and digital innovators. This course is designed to respond directly to this evolving landscape. Operating within a highly flexible, delivery framework, this course allows students to anchor their studies in media production while drawing freely upon broader disciplines within art, design, and visual communication.

Level 3 · Extended Diploma · Truro College

WHY CHOOSE THIS COURSE?

The aim of this programme is to bridge the gap between technical execution and conceptual depth. Rather than teaching specialised software and equipment in isolation, the course uses media—such as filmmaking, music video, advertising, audio production, digital journalism, and graphic communication—as tools for critical expression and creative problem-solving. By framing media as a "Creative Practice," students are encouraged to take creative risks, challenge conventional narratives, and understand the cultural impact of the messages they construct.

COURSE STRUCTURE

Year 1 (Diploma): Focuses on exploring the fundamentals of the creative process. Students experiment with diverse media platforms, develop critical research skills, and learn to respond dynamically to industry-relevant client briefs. Projects will include short film, music video, multi-camera production, animation, magazines and much more. **Year 2 (Extended Diploma):** Shifts toward specialist practice and professional autonomy. Students deep-dive into their chosen media specialisms (e.g., narrative filmmaking, documentary, digital marketing, or interactive media), refining a highly individualised portfolio.

PROGRESSION

This pathway empowers students with the agility, critical awareness, and entrepreneurial mindset required to seamlessly progress into Higher Education, secure competitive apprenticeships, or enter the creative industries as adaptable, future-ready media professionals. The qualification will support students to develop a portfolio of work enabling them to make applications to appropriate entry level roles, training programmes, apprenticeships or self- employment. The qualification will appeal to students interested in a wide range of careers across the creative and media industries, depending on their chosen specialism and areas of interest. Potential progression routes and career areas could include:

- Digital content creation
- Film and video production
- Television and broadcast media
- Photography and lens-based media
- Animation and motion graphics
- Graphic design and visual communication
- Advertising, marketing and creative communications
- Podcasting and audio production

FOR THE LATEST COURSE INFORMATION
Scan for assessment arrangements, learner support, confirmed start dates and how to apply.

- Digital media and interactive content
- Creative production and project management
- Creative direction and art direction
- Branding and campaign development
- Freelance and independent creative practice

ENTRY REQUIREMENTS

There are no formal entry requirements for this qualification. However, it is recommended that students have a minimum of 4 x GCSEs at grade 4 or above, including English +/or Maths.

IMPORTANT

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

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