

# PIXL FUTURES

Why Study  
Media?



# Why study Media Studies?

- Media Studies produces students who are both analytical and creative
- Media Studies can be useful in preparing you to enter a vast range of careers, or further education courses



# Why study Media Studies?

- Media Studies develop a huge range of skills and qualities that employers in the 21<sup>st</sup> Century workplace look for
- Media Studies is always evolving, reflecting changes in society



# Common misconceptions around Media Studies

Media Studies continues to grow in popularity as a subject at KS5, here are some misconceptions associated with it:

❖ That it is not an academic subject

❖ You can go straight into a job in the Media with a Media Studies qualification

❖ That Russell Group Universities do not accept it

# Common misconceptions around Media Studies

❖ It is easy

❖ You spend most of the time watching media texts



# Related Subjects at KS5

- English language and literature
- Sociology
- Philosophy
- Psychology
- Drama
- Film Studies



- Government and politics
- Religious studies
- Computer Science
- Graphic Design
- Photography
- Economics and Business Studies

# What you can do with it?



## **Apprenticeships**

As the industry continues to grow, more and more apprenticeships are becoming available with qualification levels ranging from intermediate to degree level.

# You could be an **apprentice** in the following roles:

- Arts, Media and Publishing, e.g. digital design, digital journalism, copywriting
- Advertising & Marketing, e.g. digital marketing, social media marketing
- Information Technology, e.g. web design, animation, games design
- Broadcast Production, e.g. production runner, editor, videographer



# What can you do with it?

## Further Education

There are a range of FE courses linked to media studies including:

- Film Production
- Advertising and marketing
- Digital marketing
- Journalism
- Broadcasting
- Digital editing
- Animation
- Alongside a range of Arts and Humanities courses

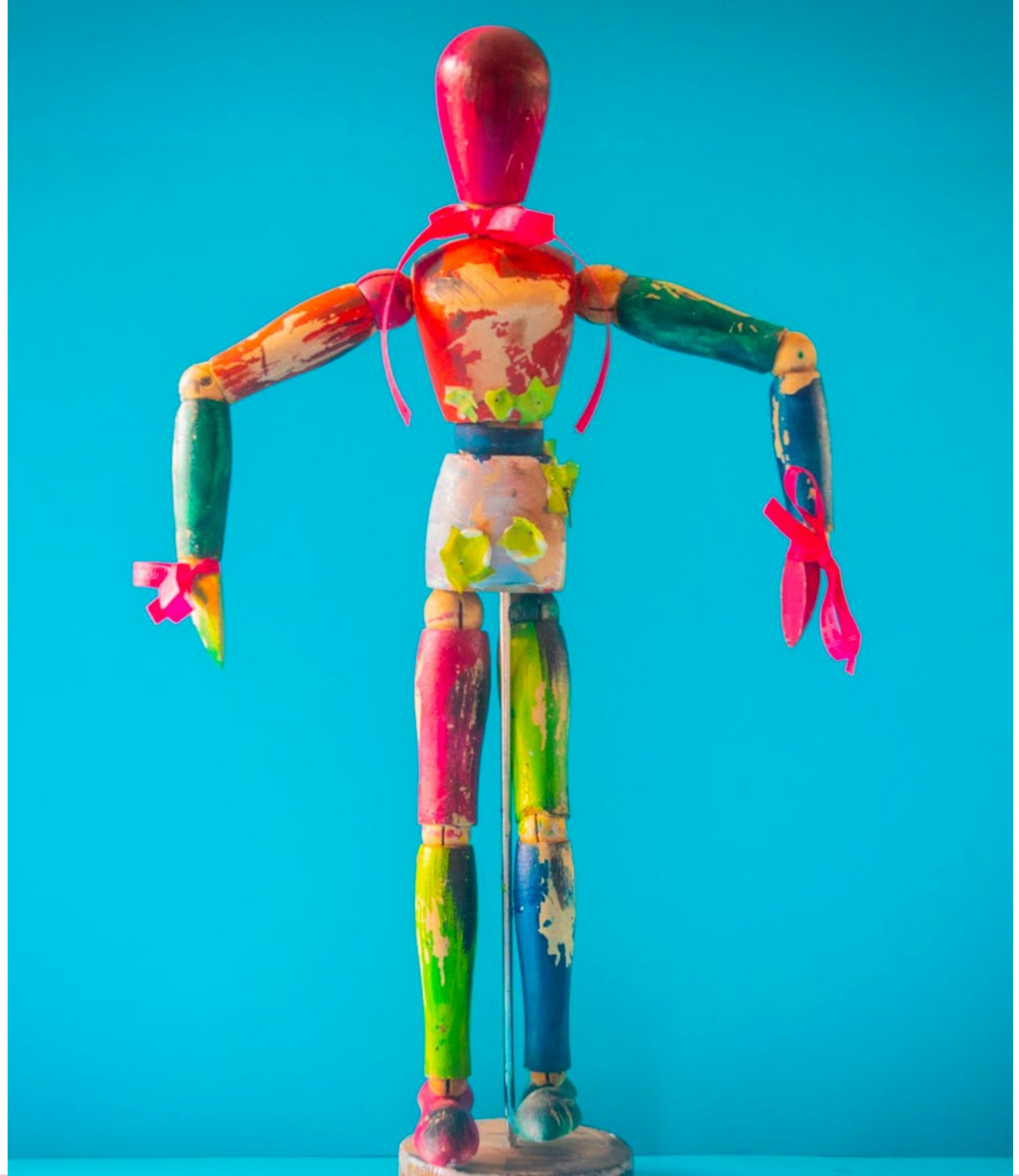


**TASK:**  
What **skills** do you think Media Studies will give you?



**TASK:**  
How can  
Media  
Studies  
develop  
your  
character

?



# How it develops **character & skillset**

There are a large number of skills that studying Media Studies at KS5 develops; these are skills that are attractive to employers in the 21<sup>st</sup> Century. These are commonly referred to as the 4Cs and include:

Collaboration

Critical thinking

Creativity

Communication

# How it develops **character & skillset**

## **Collaboration**

### **Teamwork**

- You will develop the ability to listen to others and take on board their ideas, views and opinions

### **Interpersonal skills**

- You will develop listening and speaking skills, as well as empathy to build positive working relationships



# How it develops **character & skillset**

## Creativity

- You will develop design skills and be able to come up with creative solutions to challenges.
- Attention to detail, organisation and time-management
- You will develop a range of transferable skills through planning and producing your own media production
- Information technology & technical abilities
- Your production skills will support you with developing advanced technical and specialist software skills and an understanding of how things work or need to be designed and built.

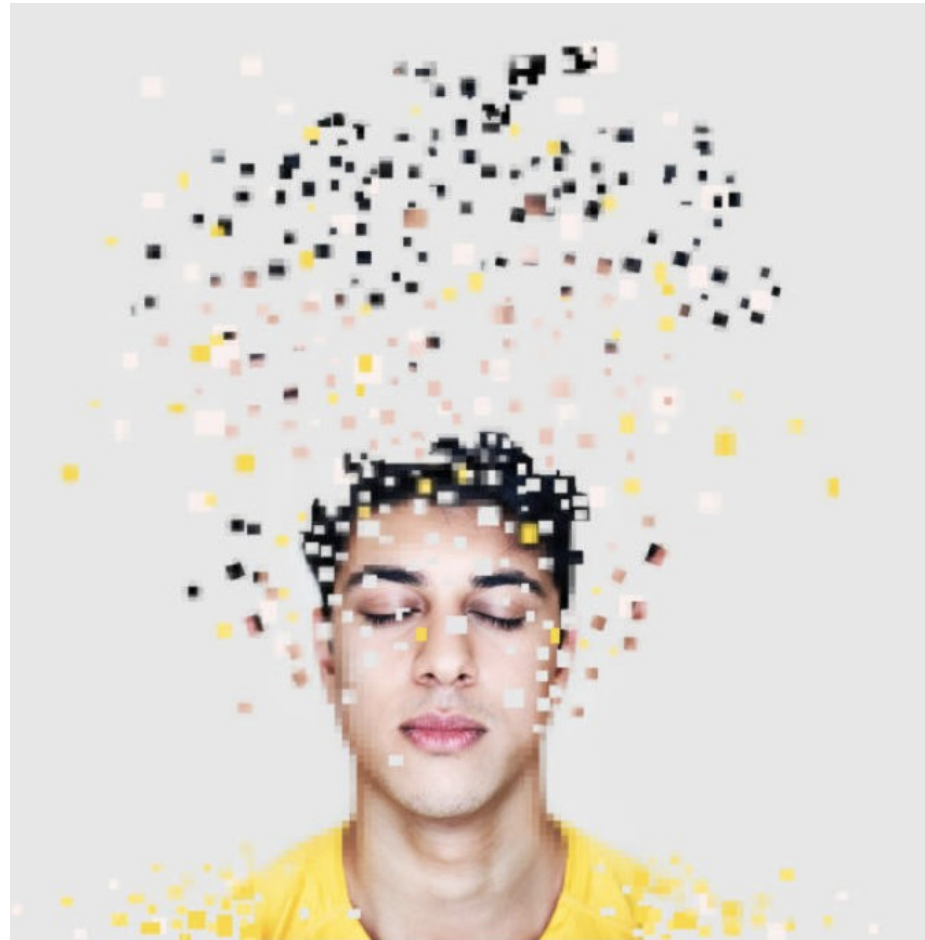


# How it develops **character & skillset**

## **Critical Thinking**

### **(& problem solving)**

Through studying Media Studies, you will develop problem-solving skills and creative thinking to recognise problems and identify a range of possible solutions



# How it develops **character & skillset**

## Communication

- You will develop your communication skills through presenting and pitching ideas to potential clients.
- You will also develop the skills required to manage and work with others within a team.



# Further Information

The website [icould.com](https://www.icould.com) offer a range of videos from professionals in the industry talking about their careers in the Media. Follow this link to see the range of careers available to you, and listen to people who are actually working within those:

[www.icould.com/explore/subject/media](https://www.icould.com/explore/subject/media)

Alongside this [careemap.co.uk](https://careemap.co.uk) provide further information regarding careers in the Media:

<https://careemap.co.uk/vacancies/Creative-Digital-Media-Apprenticeships/>

# PiXL FUTURES

The logo for PiXL Futures features the word 'PiXL' in a light blue, sans-serif font above the word 'FUTURES' in a darker blue, bold, sans-serif font. To the right of the text is a stylized blue arrow pointing upwards and to the right, composed of two overlapping shapes.

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