

Level 3 Extended Diploma in Creative Practice

COURSE INFORMATION & SUMMER PROJECT BRIEF  
2025



25VF0388

<b>Issue Date:</b> July 2025	<b>Final Submission Date:</b> 15 <sup>th</sup> August 2025
<b>Contact Details:</b> <ul style="list-style-type: none"><li>• Course Director: Ben Pryke</li><li>• Email: <a href="mailto:ben.pryke@easterneducationgroup.ac.uk">ben.pryke@easterneducationgroup.ac.uk</a></li></ul>	<b>Duration:</b> 8 weeks
	<b>Contents:</b> <ul style="list-style-type: none"><li>• Course Overview</li><li>• Equipment List</li><li>• Finance and Enrichment</li><li>• Summer Project</li></ul>

## Course Overview

The UAL Level 3 Extended Diploma in Creative Practice: Film & Media Production is not merely an academic pursuit; it is a gateway for those resolute in their ambition to carve out a career in the film and television industries. Designed for the dedicated, this hands-on programme immerses you in the practical rigours of film and media production, nurturing not just technical skills but also the self-discipline, creativity, and resilience required to thrive in a competitive and rapidly evolving industry.

Guided by seasoned professionals with extensive experience in the field, you will be immersed in a dynamic learning environment that mirrors real-world practices. Over the course of two years, you will develop a foundation of core skills in areas such as cinematography, editing, sound design, and storytelling, all while becoming proficient in software and hardware. As the course progresses, greater emphasis will be placed on specialisation, collaboration, and preparing you for the professional world - whether that be through employment, freelancing, or further study at university level.

The diploma is academically rigorous as well, being equivalent to three A-levels. Achieving a Distinction is comparable in value to securing three A\*s at A-level, making this qualification highly attractive to employers and higher education institutions alike. The course requires three days of classroom-based learning weekly but be advised: the journey to excellence does not end at the college doors. To truly excel, you must be prepared to dedicate additional time to self-directed study, project work, and skill refinement. It is recommended that you allocate at least two additional days per week for these pursuits.

For those who have not secured a GCSE in English or Mathematics, the college expects you to work towards achieving these qualifications alongside your diploma studies. Additionally, all students are required to complete at least 40 hours of work-related experience annually. This invaluable exposure will often be facilitated through college-arranged collaborations with local, national, and even international clients. However, students are also encouraged to independently seek out placements that align with their specific interests and career aspirations.

Progression on the course is contingent upon your performance in Units 1 and 2, which serve as stepping stones to the Final Major Project. Your final grade will hinge on the Extended Project completed at the end of each academic year, assessed at Pass, Merit, or Distinction level. The stakes are high, but the rewards - both in terms of skills gained and opportunities unlocked - are undoubtedly worth the effort.

## Equipment Requirements

Success in this course requires not only talent and determination but also the right tools. To fully participate in the UAL Level 3 Extended Diploma in Creative Practice, you must ensure you have the following equipment when the course commences:

### Headphones

Closed-back headphones are essential for tasks that demand precise audio editing and mixing. While there are numerous options available across a range of price points, the **AKG K52 Closed-back Headphones** are a reliable, budget-friendly choice. However, feel free to explore other alternatives that meet your personal preferences. Note: earbuds or in-ear headphones are unsuitable for this purpose.

### Hard Drives

- External Hard Drive USB3 – we recommend a minimum of **1TB** capacity and have found the **LaCie Rugged Hard Drive** to perform well. Other brands available are also suitable.
- **SD Card** for filming your productions on. Minimum of **32gb** with a speed of **95MB/s** or greater.

### Stationery and Note-taking

Always come prepared with a pen and a notebook. While technology can aid in organisation, nothing compares to the immediacy and flexibility of handwritten notes during class sessions.

### Computers & Software

The college provides access to Mac Minis equipped with Adobe Creative Cloud, ensuring that you have the tools needed to create professional-grade work on campus. While owning a personal MacBook, PC, or editing-capable device would be advantageous, particularly for completing assignments outside of college, it is not mandatory. Should you wish to invest in such equipment, the college is happy to offer guidance.

All students are granted free access to Adobe Creative Cloud, which can be installed on personal devices using your student credentials. Laptops, iPads, and other portable devices are welcome in the classroom to complement your learning.

## Finance & Enrichment

### Costs and Financial Support

The college is committed to ensuring that financial constraints do not become a barrier to your education. A Bursary Fund is available to eligible students and can be applied for via

the college website. If you rely on public transport to commute, we strongly advise reaching out to your local authority for assistance with bus passes. Students aged 19 and over must apply for the Advanced Learner Loan to cover tuition fees.

## **Enrichment Activities**

Your learning journey will extend beyond the classroom through a variety of enrichment activities designed to broaden your horizons and deepen your understanding of the creative industries. These may include:

- Attendance at prestigious film festivals and exhibitions
- Guest lectures by accomplished professionals from the film and media world
- Residential trips that combine education with experiential learning

Additionally, the college frequently hosts live events in its on-campus theatre and at local venues. These occasions offer unparalleled opportunities for networking and collaboration, not only with your peers but also with students from other creative disciplines. By engaging in these activities, you will gain practical insights into the entertainment industry and potentially forge connections that could shape your future career.

## **Summer Project Brief**

Your summer project serves as a precursor to the immersive, hands-on learning that defines this course. It aims to hone your analytical and creative skills while introducing you to the fundamental principles of visual storytelling. The project is divided into three parts:

### **Part 1: Research, Evaluate, and Apply Rules of Composition**

Cinematography is as much an art as it is a science, and understanding the rules of composition is pivotal to crafting compelling visuals. Below are six commonly employed compositional techniques:

- **Rule of Thirds**
- **Quadrants**
- **Diagonals**
- **Dutch Angle**
- **Symmetry**
- **The Golden Spiral**

Your task is to research how each of these compositional rules are applied in cinematography. Once you have gained a theoretical understanding, you must produce a still photograph for each rule, demonstrating your ability to translate theory into practice. Be mindful of how these techniques can evoke specific emotions or guide the viewer's eye when used effectively.

## **PART 2: Thirty Second Short Film**

Using any device at your disposal - a DSLR camera or even your mobile phone - produce a short film that does not exceed 30 seconds in duration. The subject matter is entirely up to you, whether it's documenting the mundane act of making a cup of tea or capturing the excitement of a sporting activity. What matters most is your creativity and how well you integrate the rules of composition explored in Part 1 into your shots.

- **Ensure your phone is set to landscape mode to align with professional standards.**
- **Experiment with free video editing apps to refine your footage.**

## **PART 3: Your Favourite Film**

Choosing a favourite film might feel like an impossible task, but it's one that requires you to reflect deeply on your personal tastes and influences. In a succinct yet thoughtful paragraph, articulate why your chosen film resonates with you. Consider elements such as storytelling, cinematography, performances, and emotional impact.

### **Submission Guidelines**

- **Part 1** should be presented as a written electronic document (Word, PDF, PowerPoint).
- **Part 2** can be submitted as an exported movie file, or via links to platforms such as **YouTube** or **Vimeo**. Alternatively, you may send the file through **WeTransfer** or Google Drive, ensuring it does not exceed 10MB if **emailed**.
- Part 3 should also be submitted as a written electronic document.

All work must be submitted by **4:00 PM on Friday, 15th August 2025**. Late submissions will jeopardise your place on the course. Direct any queries or submissions to [ben.pryke@easterneducationgroup.ac.uk](mailto:ben.pryke@easterneducationgroup.ac.uk).