



➤ Introduction

The BTEC National Level 3 in Creative Digital Media Production is a refreshing and exciting course designed to provide a specialist work related programme of study that covers the knowledge and skills required to progress successfully in the workplace but also provides a firm basis for higher education. The core units provide an underpinning knowledge of the media as well as core production skills including units on how to research, plan, prepare, budget and create moving image media products. An appreciation of media audiences and representations of a range of media types will also be developed alongside acquiring knowledge of broader media industry practice. The course also deals with client liaison and commissioning issues so that creative skills are developed with a firm focus on their use in the workplace. The course is comprised of four units and is equivalent to one A- Level qualification.

➤ What will I learn?

Students will learn the creative and technical skills to put their ideas into practice. They will also learn the essential business and interpersonal skills to prepare them for further study, training or apprenticeships in this popular and competitive field. Students must be prepared for external assessments taking the form of either on-screen or written exams, but for those who prefer a more vocational style of learning, the Level 3 extended certificate would be an excellent choice.

Students will gain an understanding of how different businesses and organisations in the media sector work. Students will understand the variety of opportunities available to them and the roles and responsibilities of media businesses and organisations in the sector. Therefore this course would be suitable for students considering careers in the media or higher education in media practice.

➤ Course Information

Course Code - 601/7467/5

Examination Board - Pearson Edexcel

➤ How will I be assessed?

Component	Type
Unit 1: Media Representations	Exam
Unit 2: Pre-production Portfolio	NEA - Internally Assessed
Unit 8: Responding to a Commission	Controlled Assessment
Unit 10: Film Production (TBC)	NEA - Internally Assessed

➤ Opportunities

BTEC Nationals provide a vocational context in which learners can develop the knowledge and skills required for particular degree courses, including:

- reading varied texts
- audio-visual literacy
- effective writing
- research and analytical skills
- creative development
- preparation for assessment methods used in degrees

➤ Other subjects?

There are several combinations that work well. There is English Literature, BTEC IT and A Level Media; Also Creative subjects including art and design or other subjects including BTEC Science and BTEC Business..

➤ Future Careers

The Extended Certificate is equivalent in size to one A Level. The pathways after university include film, television, radio, digital media, computer games, animation, visual affects and publishing. These include working as a film director, television/ film/ video producer, photographer, magazine journalist or writer. There are also many other media-related roles such as media buyer, media planner, media researcher, social media manager and web content manager.