

ENGLISH

BTEC Level 3 National Extended Certificate in Creative Digital Media Production



Examination Board: Pearson
Subject Leader(s): Ms H Hughes and Ms K Brealey



Course Structure

Unit	Topics/Unit Title	Assessment	Unit Points
1	Media representations	External	90
2	Pre Production Portfolio	Internal	90
3	Responding to a Commission	External	120
4	Digital Magazine Production	Internal	60

What does the course involve?

Ofcom says that, on average, we spend a third of our lives interacting with the media. A BTEC in Creative Digital Media Production has never been more relevant in a media-saturated world.

The qualification provides a coherent introduction to the study of creative digital media production at this level. Learners develop an understanding of the media industry through analysing media representations and pitching and producing media projects.

Further Study/Employment Prospects

With a track record built over 30 years of learner success, BTEC Nationals are widely recognised by industry and higher education as the signature vocational qualification at Level 3. They provide progression to the workplace either directly or via study at a higher level. Proof comes from YouGov research, which shows that 62% of large companies have recruited employees with BTEC qualifications. What's more, well over 100,000 BTEC students apply to UK universities every year and their BTEC Nationals are accepted by over 150 UK universities and higher education institutes for relevant degree programmes either on their own or in combination with A Levels.

Potential related careers in:
Film and Television production, IT, Journalism, Advertising, Marketing and Graphic design

Entry Requirements

5 standard passes including English and maths...and a passion for media, communication and creativity.