

# Creative Digital Media Production

BTEC Level 3 (Equivalent of one A-Level)

Exam Board: edexcel 



## ENTRY REQUIREMENTS

**4+** In five GCSE subjects

**4+** In GCSE English



## SUBJECT OVERVIEW

The Level 3 National Extended Certificate provides a coherent introduction to the study of Creative Digital Media Production.

Throughout the two-year course, learners will develop an understanding of the media industry through analysis of media representations and the pitching and producing media projects.

The course is an ideal subject for learners who aim to progress to higher education and ultimately to employment, possibly in the media industry, as part of a programme of study alongside other Level 3 Vocational or A-level qualifications.

### TOPICS/UNITS/MODULES

The course consists of 4 separate units, 3 of which are compulsory. Of the 3 compulsory units, 2 are externally tested through a combination of external examinations and specific set tasks which are time constrained.


### Skills Learnt


- Creativity and innovation
- Technical proficiency
- Communication skills
- Project management
- Research and Analysis
- Attention to detail
- Storytelling

## EXAMINATION/ASSESSMENT

**2**  
**units**

**2**  
**units**

 Examined, externally marked units

 Coursework units marked by teachers and then checked by the exam board

## Careers

- Media Production
- Digital Marketing and Social Media
- Design and animation
- Games and interactive media
- Journalism and content production
- Film and TV careers