

POST-16 COURSE OVERVIEW

CREATIVE DIGITAL MEDIA PRODUCTION

QUALIFICATION	AWARDING BODY	COURSE LENGTH
Pearson BTEC Level 3 National Extended Certificate in Creative Digital Media Production	Pearson	2 years

COURSE OVERVIEW

BTEC Creative Media Production is a practical Level 3 course for students interested in media, digital production, photography, film, advertising and creative communication. Students develop industry-standard skills in planning, creating and evaluating digital media products while working to realistic client briefs and deadlines. The course combines creative production with professional practice, allowing students to develop skills that are highly valued by universities, apprenticeships and employers within the creative industries.

WHAT WILL I STUDY?

KEY CONTENT	ASSESSMENT
• Unit 3: Digital Media Skills (Externally Assessed) - Respond to a client brief through research, planning, production and evaluation. • Unit 7: Media Enterprise Develop a media business proposal and create promotional materials for a target audience. • Unit 10: Film Production Plan, produce and edit a short film using industry production techniques.	• 10 Units which are a combination of externally assessed and internally assessed units. • Units 3 and 8 are externally assessed Pearson set tasks. • Other units are assessed through coursework and practical production work. • Students build a professional portfolio of media products throughout the course.

WHERE COULD THIS COURSE TAKE ME?

This course supports progression to university, apprenticeships and careers within the creative media industries, including film production, television, advertising, marketing, digital content creation, social media, photography and graphic design.

KEY CONTACT

COURSE LEAD

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