

Purpose Statement

Name of regulated qualification	
QAN: 601/7467/5	Title: Pearson BTEC Level 3 National Extended Certificate in Creative Digital Media Production (360 GLH)

Overview
<p><i>The media sector</i></p> <p>In 2014, the UK Government reported that the creative industries were worth £8 billion an hour to the UK economy. From <i>Guardians of the Galaxy</i> to <i>Minecraft</i>, the UK holds the talent and resources that produce some of the most innovative and imaginative media in the world. The range of industries represented by creative digital media production includes media such as film and television, digital publishing and digital games. These are some of the fastest growing industries in the UK and are one of the areas in which the UK leads the rest of the world.</p> <p><i>Who is this qualification for?</i></p> <p>The Pearson BTEC Level 3 National Extended Certificate in Creative Digital Media Production has been developed in consultation with higher education and is intended to be an Applied General qualification. It is for post-16 students who want to continue their education through applied learning and who aim to progress to higher education, and ultimately to employment, possibly in the creative industries. The qualification is equivalent in size to 1 A Level and makes up one-third of a typical study programme, normally alongside A Levels or other vocational qualifications at Level 3.</p> <p>Students wishing to take this BTEC will have successfully completed a Level 2 programme of learning with GCSEs or vocational qualifications.</p> <p><i>What does this qualification cover?</i></p> <p>The content of the qualification relates directly to the skills and understanding needed for further study in creative digital media production and has been developed in consultation with higher education. Over three units of mandatory content, students gain a broad understanding of the subject and learn the skills to produce media artefacts. They develop their ability to analyse and deconstruct media images and representations. Through vocational media projects, they learn the required communication skills to pitch for digital media commissions and planning skills to work in teams and create media products.</p> <p>Through an optional introductory unit in a particular media sector such as publishing, games, film or radio, students create engaging digital media content and platforms.</p>

What could this qualification lead to?
<p><i>Will the qualification support progression to further learning, if so, what to?</i></p> <p>The qualification is intended to carry UCAS points and is recognised by HE providers as contributing to meeting admission requirements for many courses, if taken alongside other qualifications as part of a two-year programme of learning, and it combines well with a large number of subjects. It will support entry to HE courses in a wide range of disciplines, depending on the subjects taken alongside. However, for students wishing to study an aspect of creative media in HE, opportunities include:</p>

- BA (Hons) in Fashion Communications and Promotion, if taken with, for example a Pearson BTEC Level 3 National Diploma in Fashion Design and Production
- BEng (Hons) in Communication Engineering, if taken alongside, for example a Pearson BTEC Level 3 National Diploma in Engineering
- BA (Hons) in Marketing and Communication, if taken alongside, for example A Levels in Business and English Language.

Students should always check the entry requirements for degree programmes at specific HE providers.

Will the qualification lead to employment, if so, in which job role and at which level?

A significant proportion of recruitment in this sector is at graduate level. By studying this qualification, students develop their communication skills as well as the ability to work collaboratively. They develop their knowledge of digital processes and software through practical projects, which would give them an advantage when applying for entry-level roles in marketing such as a marketing assistant or media sales, as well as working as a publishing assistant updating websites and hosting content.

If there are larger and/or smaller versions of this qualification, or it is available at different skills levels, why should the student choose this one?

The **Pearson BTEC Level 3 National Extended Certificate in Creative Digital Media Production** is equivalent in size to 1 A Level. It is for students interested in learning about the sector alongside other fields of study, with a view to progressing to a wide range of HE courses, but not necessarily media related.

The BTEC National suite in Creative Digital Media Production also includes the following qualifications.

The **Pearson BTEC Level 3 National Foundation Diploma in Creative Digital Media Production** is equivalent in size to 1.5 A Levels and is for students looking for a one-year course of full-time study, or alongside another area of study that contrasts or complements the Foundation Diploma in Creative Digital Media Production over a two-year, full-time study programme.

The **Pearson BTEC Level 3 National Extended Diploma in Creative Digital Media Production** is equivalent in size to 3 A Levels and is the largest qualification in the suite. It is intended primarily for students wishing to progress to further study of the sector in higher education.

There are five **BTEC National Diplomas**:

- Pearson BTEC Level 3 National Diploma in Digital Publishing
- Pearson BTEC Level 3 National Diploma in Film and Television Production
- Pearson BTEC Level 3 National Diploma in Film and Television Visual Effects
- Pearson BTEC Level 3 National Diploma in Games Design and Development
- Pearson BTEC Level 3 National Diploma in Sound Production.

These are specialist courses focused on particular areas of study in the media industries and are equivalent in size to 2 A Levels. They will typically make up two-thirds of a 16–19 study programme and can be taken alongside other qualifications. They are intended as Tech Level qualifications, and as such are designed to meet the Tech Bacc measure when studied with the Extended Project Qualification (EPQ) and Level 3 mathematics. The additional qualification(s) studied allow students either to give breadth to their study by choosing a contrasting subject, or to give their studies more focus by choosing a complementary subject.

This qualification is supported by the following organisations

Higher education

University of East Anglia
University of Huddersfield
University of Chichester
Kingston University
Southampton Solent University
University of the West of England

Professional and trade bodies

Creative Industries Federation

Employers

Milo Creative
TraceMedia
Haymarket
@Voytek Production
Adastra Development Ltd
Bear Hug TV
Team 360
Silversun Media Group
Yarrington