



BTEC NATIONAL Level 3 Extended Diploma In Creative Digital Media Production

EXAM BOARD: Edexcel Pearson

QUALIFICATION: Equivalent to 3 A levels

COURSE INFORMATION

The course is designed to provide learners with:

Creative Media Production is an exciting and challenging course which encourages you to critically engage with and evaluate a broad range of moving image products. The course is designed to provide an educational foundation for a range of careers in the media industry and allied sectors.

- Unit 1 Media Representations
- Unit 2 Working in the Creative Media Industry
- Unit 4 Pre-production Portfolio
- Unit 5 Subject Specialist Investigation
- Unit 6 Media Campaigns
- Unit 8 Responding to a Commission:
- Unit 10 Film Production
- Unit 15 Advertising Production
- Unit 16 Factual Production
- Unit 17 News Production
- Unit 19 Scriptwriting
- Unit 20 Single Camera Techniques

ASSESSMENT

Assignments	Tasks	Onscreen exam
Set and marked by: School, college or training provider verified by Pearson	Set and marked by: Pearson	Set and marked by: Pearson
What's Involved? Students complete a series of activities set in a work-related scenario which may be tailored to local industry needs.	What's Involved? Students complete, in controlled conditions, a task tackling an everyday challenge; some tasks also draw on pre-released information.	What's involved? Students draw on essential information to create onscreen answers to practical exam questions in exam conditions.
What's the result? Students generate relevant evidence, drawing on their knowledge, understanding and skills to complete an assignment over a period of time, working either individually or in a team.	What's the result? Students show they can apply their learning successfully to situations they could encounter regularly in the workplace or on a higher education course.	What's the result? Your students can confidently recall and apply technical knowledge, a skill which provides a solid foundation for working life and further study.



"What does it lead to?"

Digital Marketer • Media Buyer
• Media Planner Media Researcher
• Music Producer • Public Relations
Office Runner • Broadcasting/Film/
Video • Social Media Manager • Tel-
evision/Film/Video Producer • Web
Content Manager

WHAT DOES IT LEAD TO?

Potential University Opportunities eg. Oxford
Brookes University - BA (Hons) Communica-
tion, Media and Culture; Bucks New University
- BA (Hons) 3D Games Art; Reading University
- BA Film and Television - Manchester Metro-
politan University - BSc (Hons) Digital Media
and Communications.

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