

# CREATIVE DIGITAL MEDIA PRODUCTION (BTEC)



# PEARSON BTEC LEVEL 3 NATIONAL EXTENDED CERTIFICATE IN CREATIVE DIGITAL MEDIA PRODUCTION

## WHY CREATIVE DIGITAL MEDIA PRODUCTION?

Are you looking for a way to build a career around your creativity? Then it's good news: the wider creative economy in the UK employs three million people and it's still growing. Experts predict that creative industries will help create another one million jobs by 2030.

In 2020/2021 RHS will be offering the BTEC in Creative Digital Media Production for the first time. We have chosen to offer this course as we feel it offers a great introduction to the knowledge and skills our pupils will require should they wish to enter the media sector, and because we feel it gives us the opportunity to structure a course that will cater for the individual aspirations of our pupils, giving them the chance to focus on the media sector that they are most interested in learning about.

## WHY BTEC?

BTEC courses are grounded in the world of work and place a heavy emphasis on developing the practical skills required to be successful in the workplace. For this reason, we believe that the Creative Digital Media Production course will be excellent preparation for pupils wishing to enter the world of mass communication.

It is pleasing to see that universities are waking up to the potential of BTEC students, with a 300% rise in students being admitted to university with a BTEC/A Level combination over the past decade, and one in four students gaining a university place in 2016 doing so with a BTEC as part of their portfolio.

In addition, 74% of employers now say they prefer their applicants to have a mix of vocational and academic qualifications, and recent figures show that 90% of BTEC students are likely to be employed after graduating.

## BTEC NATIONAL EXTENDED CERTIFICATES:

- Equivalent to one A Level and can be taken alongside A Level courses or other BTECs.
- Qualifications that provide specialist, work-related learning in a range of sectors.
- Equip you with the specialist knowledge, practical skills and understanding needed to progress along your chosen learning and career paths.
- Career-based qualifications designed to give you the skills you need to move on to higher education or go straight into employment.
- More employers and higher education institutions than ever before are choosing BTEC-qualified candidates for their academic and practical knowledge and skills.

## WHAT WILL YOU STUDY?

The Pearson BTEC Level 3 National Extended Certificate in Creative Digital Media Production involves pupils completing four units across the two-year course. Three of these are compulsory, with the final unit being selected from a range of options.

### COMPULSORY UNITS

#### UNIT 1: MEDIA REPRESENTATIONS

*Externally Assessed*

Pupils will consider how different media representations are constructed by media producers to create meaning, messages and values.



#### UNIT 4: PRE-PRODUCTION PORTFOLIO

*Internally Assessed*

Pupils study the requirements of planning and delivering a digital media product, carrying out essential pre-production tasks and creating a pre-production portfolio.



#### UNIT 8: RESPONDING TO A COMMISSION

*Externally Assessed*

This unit considers the commissioning process and how media producers respond to clients by generating ideas using a range of skills.



### OPTIONAL UNIT\*

*Internally Assessed*

For this unit, pupils are expected to create their own media product.

We offer the two units listed below, from which pupils must choose one:

#### UNIT 10 FILM PRODUCTION - FICTION



#### UNIT 14 DIGITAL MAGAZINE PRODUCTION



# WHAT ELSE DO YOU NEED TO KNOW?

## CO-CURRICULAR OPPORTUNITIES

In order to help give students of Creative Digital Media Production opportunities to hone their creative digital skills outside of the classroom, the department started an in-house production company in 2020. Developing proposals, delivering pitches and working on treatments gives pupils the chance to develop the skills they learn as part of the course by producing media products for the RHS community.

## WHAT ELSE SHOULD I STUDY?

Creative Digital Media Production is an option that could be paired with a whole range of other subjects on offer at RHS. It's great for those studying business and wanting to develop the digital skills required to market a company; for those studying design and technology and looking to master the digital skills needed to launch a product design; and for those studying English who have their eye on a career in the media. It is also a great option for anyone looking to balance their portfolio by selecting a subject that allows them to show their creative skills whilst also demonstrating academic understanding.

## CAREER OPPORTUNITIES

The Creative Digital Media Production course is obviously a great option for those looking to move into the media industry and tailoring the course to meet individual pupil needs, as we hope to do, should mean that it offers a great platform for pupils interested in working in a range of specific media sectors, such as the film industry or online digital production. However, it also develops a number of key skills for pupils interested in starting their own businesses and, more than that, places emphasis on developing soft skills such as independence, communication and teamwork, which all employers will be pleased to see on a job application. The world is becoming more and more dependent on all things digital and having Creative Digital Media Production on your CV is a great way to show you are up to speed.

**“THE MEDIA'S THE MOST POWERFUL ENTITY ON EARTH. THEY HAVE THE POWER TO MAKE THE INNOCENT GUILTY AND TO MAKE THE GUILTY INNOCENT, AND THAT'S POWER. BECAUSE THEY CONTROL THE MINDS OF THE MASSES.”**

*– Malcolm X*

If you would like to discuss the BTEC specification,  
please contact Mr Koray Gurur, Head of Creative Digital Media

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