

CREATIVE DIGITAL MEDIA PRODUCTION (BTEC)



ROYAL
HOSPITAL
SCHOOL



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

WHY CREATIVE DIGITAL MEDIA PRODUCTION?

Do you want to make your creativity your career?

The wider creative economy employs three million people in the UK, with experts predicting that the creative industries will create at least another million jobs by 2030.

Our BTEC Creative Digital Media Production course is structured to cater for the individual aspirations of our pupils allowing them to choose the focus of their studies. Whether they are interested in project management or PR strategy, copywriting or art direction, they will learn the fundamentals of the contemporary digital marketplace. From considering the theories that make campaigns effective, to learning the processes that make projects deliverable, our BTEC students develop the skills necessary to pursue their chosen career.

WHY BTEC?

All BTEC courses develop the practical skills required to be successful in the workplace.

In the highly competitive communication industry, experience is everything. In publishing houses, production studios, PR firms, marketing companies and advertising agencies, employers want to see evidence of what their prospective employees can offer. When creating their coursework projects, pupils studying Creative Digital Media Production BTEC will develop a media product, from conception through to delivery, consequently every one of our pupils leaves with two things: a qualification proving what they've learnt and a portfolio showcasing what they can do!

Over the past decade there has been a 300% rise in students being admitted to university with a BTEC/A Level combination. 74% of employers now say they prefer their applicants to have a mix of vocational and academic qualifications. 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?

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 8: RESPONDING TO A COMMISSION

Externally Assessed

Pupils conceive and produce creative solutions to a client's brief. This unit considers the commissioning process and how media producers generate and deliver ideas using a range of skills.



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 10: FILM PRODUCTION - FICTION

Internally Assessed

Pupils analyse films within chosen genres and then plan, produce and edit their own fiction films using identified codes and conventions.



WHAT ELSE DO YOU NEED TO KNOW?

CO-CURRICULAR OPPORTUNITIES

The Media Studies Department has an in-house production company that provides pupils with an opportunity to hone their creative digital skills by producing media products for the RHS community and for local businesses.

By developing pitches for briefs and developing real media products, RHS pupils have an invaluable opportunity to develop their nascent portfolio and gain real world work experience.

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.

- Combining with Business or Economics supports careers in production, project management, marketing or sales;
- Combining with English Language, English Literature, Psychology or a modern foreign language would be beneficial to both copywriting and creative strategy;
- Combining with Product Design might be exactly what a pupil needs to become the next James Dyson!

CAREER OPPORTUNITIES

BTEC Creative Digital Media Production is a great option for those looking to move into the media industry and, by tailoring the course to meet individual pupil needs, we provide a platform for pupils interested in working in a range of media, from print to film.

However, the course also develops key skills for pupils interested in starting their own businesses and, more than that, it places emphasis on developing independence, communication and teamwork: transferable skills which all employers will be pleased to see on a job application.

The world is increasingly digital and having Creative Digital Media Production on your CV is a great way to futureproof your career.

**“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 Media Studies

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