

# CREATIVE DIGITAL MEDIA BTEC

## Course

BTEC Level 3 Creative Digital Media

## Exam Board

Edexcel

## Entry requirements

GCSE Maths Grade 4

GCSE English Grade 4

Students who have not studied GCSE Media will be accepted on the course.

## Why study Creative Digital Media Production?

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, learners 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.

They learn the communication and planning skills needed to work in teams through vocational media projects. An optional introductory unit in a particular media sector such as, publishing, games, film or radio, allows learners to create engaging digital media content and platforms.

## Course content

- Learners will consider how different media representations are constructed by media producers to create meaning, messages and values.
- Learners study the requirements of planning and delivering a digital media product, carrying out essential pre-production tasks and creating a pre-production portfolio.
- This unit considers the commissioning process and how media producers respond to clients by generating ideas using a range of skills.

## Assessment

Mandatory units:

- **Unit 1 - Media Representation**  
Mandatory Unit  
Assessed through on screen exam  
External unit
- **Unit 4 - Pre Production Portfolio**  
Mandatory Unit  
Portfolio creation  
Internal
- **Unit 8 - Responding to a Commission**  
Mandatory Unit  
Assessed through task set of questions  
External Unit
- **Final Undecided Unit**  
Optional Unit  
Coursework based  
Internal

## Progression after Sixth Form

The qualification is intended to carry UCAS points and is recognised by Higher Education providers as contributing to meeting admission requirements for many courses.

## Career opportunities

It is possible to progress directly to many professions with a media qualification including media production, live television production, interactive media development, creative media production and fashion journalism.

**For more information contact Head of Department:**

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