

# Creative Digital Media Production

BTEC Level 3 National Extended Diploma



ST. MARY MAGDALENE

C OF E SIXTH FORM

PENINSULA CAMPUS

*Excellence through innovation,  
founded in faith since 1840.*

Exam Board: **Pearson**

## What is Creative Media Production?

The Level 3 Extended Diploma in Creative Digital Media Production has been designed to provide students with the skills, knowledge and understanding necessary to progress to degree level study and employment in the media sector. It provides an opportunity for those who have an interest in media to explore, develop and test their creativity within a qualification structure which is stimulating and demanding and provides a supportive transition from general to more supervised study. This particular qualification is equivalent in size to 3 A Levels.

## What will I study?

### Mandatory Units:

- Media Representations
- Working in the Creative Media Industry
- Digital Media Skills
- Pre-Production Portfolio
- Specialist Subject Investigation
- Media Campaigns
- Responding to a Commission

### Optional Units:

Learners must also complete 6 optional units.

## What entry requirements will I need?

General entry requirements for this particular pathway apply.

## How will I be taught?

Students will be taught through a variety of teaching techniques with a combination of practical and theoretical lessons.

## How will I be assessed?

Assessment is specifically designed to fit the purpose and objective of the qualification. It includes a range of assessment types and styles suited to vocational qualifications in the sector. There are three main forms of assessment that you need to be aware of: external, internal and synoptic. External and Internal assessments will be a combination of written exams and coursework set by Pearson in exam conditions with time constraints.

## What career opportunities does this open up?

This is a vocational qualification offering a practical and relevant start to anyone interested in a career in the creatives i.e. games design, animation, television, film, radio, photography and many more.