



Purpose Statement

Name of regulated qualification	
QN: 603/0875/8	Title: Pearson BTEC Level 2 Technical Diploma in Digital Media Production (360 GLH)

What is digital media production?

Digital media production is part of the creative industries, a sector that outgrew the rest of the economy and generated £84.1 billion of value for the UK during 2014. The UK creative industries are renowned across the globe, driving growth and investment. There are approximately 1.8 million people employed in creative industries occupations in the UK, of which digital media production plays an important part. The jobs in this sector are varied and contribute to the quality of our advertising, journalism and radio industries, to name but a few.

Who is this qualification for?

This qualification is for you if you want to start a career in digital media production. It is designed for post-16 students and can be taken as part of a wider study programme. It is an ideal qualification if you are intending to progress directly to employment in the digital media sector of the creative industries, or to a related apprenticeship such as a Creative Digital Media apprenticeship.

What does the qualification cover?

The qualification has been developed in consultation with employers in the digital media sector to ensure you learn the skills and behaviours that will give you the best opportunity to be successful in applying for work.

Seventy-five per cent of the qualification is mandatory and provides a base of skills, knowledge and behaviours expected by employers in the digital media sector of the creative industries. These skills are central to understanding the diverse nature of the industry and creating a successful portfolio. The mandatory areas you cover include:

- digital production project (externally assessed)
- planning and pitching a digital media product
- writing for digital media
- digital graphics
- publishing for digital platforms.

You can also choose up to two optional specialist units, which build on and extend your skills and knowledge.

You will also enhance your broader skills in literacy and numeracy, which will be invaluable in supporting progression in other areas. In addition, you will develop transferable technical and practical skills in communication, research and teamwork.

What could this qualification lead to?

When studied as part of a full study programme, typically alongside maths or English, this qualification will give you an advantage when applying for a job in the creative industries. The types of role you will be ready for are:

- junior content producer/creative content assistant
- digital publishing.

When studied as part of a full study programme, this qualification also gives you a sound basis to progress further within the creative industries to a level 2 apprenticeship, for example:

- Content Production
- Creative Digital Media

or to a level 3 qualification, such as:

- Pearson BTEC Level 3 National Diploma in Digital Publishing.

Who supports this qualification?

This qualification is supported by the following professional body:

- Creative Industries Federation

This qualification is supported by the following employers:

- Bloomberg
- Wolff Olins (Creative Digital Agency).

Further information

There are two additional BTEC Level 2 Technical Diplomas available for the media industries:

- **Pearson BTEC Level 2 Technical Diploma in Digital Games Production**, which is an ideal qualification if you are intending to progress to employment, apprenticeship or further training in digital games production.
- **Pearson BTEC Level 2 Technical Diploma in Digital Audio/Visual Production**, which is an ideal qualification if you are intending to progress to employment, apprenticeship or further training in the digital audio/visual sector.

Further information about the qualification can also be accessed at:

<http://qualifications.pearson.com/en/qualifications/btec-technicals/digital-media.html>