

Statement of Purpose

500/8482/3 – Pearson BTEC Level 1 Award in Creative Media Production (QCF)

Who is this qualification for?

This level 1 award is aimed at students over the age of 14 working at this level and who want to develop the skills needed to progress to further study and ultimately to employment within the creative media industry or another related sector. It provides an introduction to some of the key themes within the sector, enabling learners to develop and apply their knowledge while also acquiring a range of relevant practical, communication and creative-related skills.

What will the learner study as part of this qualification?

The Award is 7 credits and will consist of a choice of 2-4 units. The rules relating to the qualification (i.e. choice of units), ensures that the qualification is predominately vocational and that the majority of learning content is vocationally specific.

All the content of the qualification relates directly to the skills, knowledge and understanding needed to enable students to progress to further study in the Creative Media sector. In recognition of the need to introduce students to a broad sector, all students will select from 20 optional units covering; investigating Interactive Media products, developing Multimedia products, exploring and developing audio, animation and photography products, editing and IT skills. The choice of units available enables centres to tailor delivery to meet the interests and aspirations of individual students.

What knowledge and skills will the learner develop as part of this qualification and how might these be of use and value in further studies?

By developing the Creative Media-specific knowledge and skills outlined above, students will be well prepared for progression to a level 2 academic or vocational course in Media or a related area such as Art and Design.

The portfolio-based approach to assessment will also support the development of essential communication skills such as extended writing and drafting, critical skills of analysis, team-working, working to a prescribed brief, working to deadlines, presenting information effectively, accurately completing tasks and processes and study skills such as research and time management. These skills will help support progression to level 2 and any future chosen course.

Is this qualification available in an apprenticeship?

This is a level 1 qualification and is not available as part of an apprenticeship, although it does support progression to an apprenticeship.

What are the qualification outcomes?

The main purpose of this qualification is to support progression to the next level of vocational learning by developing the knowledge and skills necessary to succeed in further study. In addition the qualification will suit students who are returning or re-engaging with learning and need to consolidate their learning, social and employability skills before considering entering work. The choice of units will reflect each individual's needs.

What higher level learning will this qualification lead to?

Students who complete this qualification may progress to level 2 Creative Media qualifications or use their acquired transferable skills to progress to other vocational related sectors such as Art and design or IT.

Specific Pearson Creative Media level 2 qualifications offered as a progression route are:
Pearson BTEC Level 1/Level 2 First Award in Creative Digital Media Production
Pearson BTEC Level 1/Level 2 First Certificate in Creative Digital Media Production
Pearson BTEC Level 1/Level 2 First Extended Certificate in Creative Digital Media Production
Pearson BTEC Level 1/Level 2 First Diploma in Creative Digital Media Production

Why choose the Award sized qualification?

The BTEC Level 1 Award in Creative Media Production provides a general introduction to the sector and will suit students looking to gain an overview of the sector and the employment prospects it has to offer. By studying the Award, students will gain a basic foundation in preparation for higher level learning.

Pearson offers both the Certificate and Diploma sized qualifications in Creative Media for students who wish to study the subject in less or more depth due to their learning needs and/or the make-up of their wider learning programme. The Certificate for example provides a broader introduction, whereas the Diploma provides a more extensive coverage of the sector. The Diploma is significantly larger in size (37 Credits) than the Certificate (13 credits) and the Award (7 Credits). The different sizes will determine the amount of sector knowledge and skills covered.

The Award and Certificate allow for study of additional subjects for those students who may want to have a more mixed programme giving them experience of more than one sector ahead of choosing one for further study or training. The Diploma is for those students with a clear intention of progressing into employment in the sector.

The purpose of offering different sized qualifications is to allow students flexibility to choose the appropriate mode of study, i.e. part-time or full time. Some students will consider the smaller sized qualifications to allow additional time to be spent on securing English and Mathematics skills, so that they are prepared to progress to the next stage.

Students should consider the appropriate sized qualification according to their learning needs and their intended progression destination.

Further information on these qualifications is available on our website.

Who supports this qualification?

This qualification is supported by Pearson centres including:

- Hackney College
- Manchester College
- Barking and Dagenham College

Further Information

Further information about this qualification can be found on our website:

<http://qualifications.pearson.com/en/qualifications/btec-entry-level-and-level-1/creative-media-production-l1.html>