

Statement of Purpose

600/6831/0 – Pearson BTEC Level 1/Level 2 First Award in Creative Digital Media Production

Who is the qualification for?

This qualification is a Technical Award equivalent in size to one GCSE. It is designed for pre-16 students working at level 2 who want to include a study of creative digital media production in their broader Key Stage 4 curriculum. It provides an introduction to some of the key themes within the industry, enabling students to develop and apply their knowledge of the sector while also developing a range of relevant practical and technical skills.

It incorporates aspects of digital design, linking to and building on aspects of GCSE computer science and enabling students to apply their knowledge in creative and practical industry-related contexts.

What will the student study as part of this qualification?

This qualification provides students with an engaging and stimulating introduction to a range of digital media disciplines, including moving image, audio production, games design, website design and publishing.

The qualification consists of two mandatory units making up 50% of the qualification, and a choice of two (from five) optional units. The mandatory units provide the key underpinning knowledge and skills, while the optional units enable students to undertake a range of diverse activities, including research (e.g. audiences, different websites), assignment and project work (e.g. production of a video, radio programme, website or game), case studies (e.g. on a successful film) and presentations.

Mandatory units

- Unit 1: 'Digital Media Sectors and Audiences' reflects the breadth of the industry. It is externally assessed. This unit covers the fundamental knowledge and understanding of media principles across all five key themes within the sector (digital moving image, digital audio production, digital publishing, website production and digital games production). The unit also examines the different types of audience and how they engage with each sector.
- Unit 2: 'Planning and Pitching a Digital Media Product' requires students to formulate, develop and pitch ideas of a product that they then plan to produce. This unit develops essential communication techniques and skills (verbal, written and visual). It is internally assessed.

Optional units

The five internally assessed optional units are:

- Unit: 3 'Digital Moving Image Production'
- Unit: 4 'Digital Audio Production'
- Unit: 5 'Digital Publishing Production'
- Unit: 6 'Website Production'
- Unit: 7 'Digital Games Production'.

Optional units enable students to develop an understanding of two of the creative digital media sub-sectors. Students learn how to plan, research and evaluate a 'product' alongside a broad grounding in visual design, storytelling, video animation/production, creative thinking and product development. They will also develop an awareness of why audiences enjoy media products and what the media industry does to make this happen.

The mandatory units embed the skills required to produce a creative digital media product. The optional units complement this learning. For example, a student could plan a production in Unit 2: Planning and Pitching a Digital Media Product, produce a TV commercial in Unit 3: Digital Moving Image Production and produce an audio soundtrack to go over the TV commercial in Unit 4: Digital Audio Production.

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

Students will develop broad knowledge and skills relating to the creative digital media industry, enhancing their knowledge of computing, applying that knowledge in the context of the digital media production industry (e.g. audio production, digital moving image, digital publishing), and delivering a digital media product. These sector-specific knowledge and skills will support progression to a level 3 academic, applied general or technical level media qualification or an apprenticeship when taken alongside other qualifications.

Students will also develop transferable creative, technical and practical skills in:

- Communication - including video presentation, verbal and analytical writing skills
- Research and project management - providing an opportunity for them to demonstrate reflective practice by suggesting alternative approaches to a problem and not simply stopping at the first hurdle

These transferable skills will be valuable in support of progression to any level 3 course.

Which subjects will complement this course?

This qualification is designed to be taken as part of a broad and balanced curriculum at Key Stage 4. It will go particularly well alongside GCSEs in EBacc subjects (including English and computer science), non-core GCSEs (e.g. drama, art) and/or other Technical Awards (e.g. BTEC IT) to provide both curriculum breadth and the skills needed to make informed choices about post-16 study.

This qualification is part of a larger suite of BTEC qualifications in Creative Digital Media Production at Level 2

Pearson BTEC Level 1/ Level 2 First Award in Creative Digital Media Production provides a broad introduction to the sector and enables students to acquire, develop and apply the skills and knowledge required for further academic and/or vocational study.

Pearson also offers a BTEC Level 1/Level 2 First Certificate in Creative Digital Media Production. This is equivalent in size to two GCSEs. It incorporates the two units in the Award and through the study of additional units, provides a programme for students who wish to develop broader knowledge and understanding of the sector at this level.

(Pearson also offers two larger qualifications at this level, the Extended Certificate and the Diploma, but these qualifications are designed for use by post-16 students and would make up the main part of their programme of study.)

The Award and Certificate both support progression post-16 to qualifications at level 2 and 3 for students who wish to continue with their study of creative digital media production and to take up a career in the sector.