

Statement of Purpose

601/0166/0 – Pearson BTEC Level 1/Level 2 First Diploma in Creative Digital Media Production

Who is the qualification for?

This qualification is a Technical Certificate at level 2 (480 GLH) designed for post-16 students working at that level who want to undertake practical and technical study of the creative digital media industry in order to fulfil their progression aims, either to further study or to assistant and junior roles in the sector.

What will the student study as part of this qualification?

This qualification prepares students for employment with an engaging and stimulating coverage of a range of the key creative digital media disciplines which will enable students to develop and apply their knowledge of the sector whilst developing relevant practical skills. It offers a choice of focus for students in, for example digital moving image, digital audio, digital games design, website production and digital publishing.

The qualification consists of five mandatory units, making up 44% of the qualification. These provide the essential knowledge and skills for the sector. Optional units, of 30 and 60 GLH each, are selected from specialist groups which focus on the key creative digital media disciplines and on media production.

Mandatory units

- Unit 1: 'Digital Media Sectors and Audiences' reflects the breadth of the industry. This unit covers the fundamental knowledge and understanding of media principles across digital moving image, digital audio production, digital publishing, website production, and digital games production. This unit is externally assessed.
- 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) and further supports the development of media core skills and knowledge, it is project-based and it is internally assessed.
- Unit 22: 'Final Digital Production Project' – gives students the opportunity to develop their own creative digital media product, working either individually or as part of a small team. The medium can be drawn from moving image, digital publishing, audio, web production or digital games. This unit is internally assessed.
- Unit 8: 'Media Industry in Context' develops students knowledge of the organisation and structure of a range of media industries from global multinationals to local and community organisations. This unit is externally assessed.
- Unit 21: 'Deconstructing Media Products' supports and builds upon the skills gained in Unit 1 'Media Sectors and Audiences' to practically examine existing examples of media products and develop skills in 'reading' media texts, enhancing their ability to construct their own media products. This unit is internally assessed.

Optional Specialist units

Optional specialist units build on and extend students skills and knowledge, enabling students to respond to focused assignment briefs, develop ideas in the context of a particular discipline and produce creative digital media outcomes.

The internally assessed optional units may be chosen from the following key areas of digital moving image, digital audio, digital publishing, website production, digital games, digital photography, animation, graphic design, editing for moving image and audio, writing for digital media and digital art.

What could this qualification lead to?

Achievement of this qualification at level 2 will mean that students will have developed specific knowledge and practical skills related to the creative digital media sector, enhancing their knowledge of creative digital media techniques and processes. Students will be able to apply knowledge gained in the context of a range of creative digital media industries such as moving image, audio, publishing, website and digital games production.

This will provide a sound basis for those students who wish to progress to associate and junior levels in these areas or progress on to further study in a specialist qualification at Level 3, such as a BTEC National Diploma or Extended Diploma in Creative Media Production and/or an apprenticeship.

A focus on moving image and audio production skills will prepare students for junior roles in film production companies, advertising agencies or the radio, digital games and motion graphics industries.

Digital publishing, photography, graphic design and website production skills might enable a student to progress to employment in an advertising agency, website design studio or working on an 'in-house' website for a large company.

Students wishing to progress to employment within the games design and animation sector might progress to a games design studio or as a freelance/self-employed digital artist or games designer. There are many opportunities within the media sector for digital artists working on a wide range of digital media products.

This qualification is part of a larger suite of BTEC Creative Digital Media qualifications

Students can opt to study either the Extended Certificate or Diploma as a post-16 Technical Certificate in Creative Media Production. The BTEC Level 1/Level 2 First Diploma is the largest qualification available in the suite and is 480 GLH, and broadly equivalent in size to 4 GCSEs.

(The suite also contains an Award (120 GLH) and Certificate (240 GLH) but they are designed for use pre-16.)

The Diploma qualification is designed for post-16 students working at level 2 who want to undertake practical and technical study of the creative digital media industry, full-time, in order to fulfil their progression aims, either to further study on a Technical Level 3 course or to a range of assistant and junior roles in the sector.

Students might choose the Level 1/Level 2 Diploma over other qualifications available in the suite if they are over 16 because it provides additional opportunities for specialisation in the professional skills required for employment, including the multi-disciplinary skills and inter-personal skills required for particular job roles and activities in the creative digital media sector.

Who supports this qualification?

This qualification is supported by the following organisations:

- Doner Ltd
- Momentum
- Creative Jar
- The Ironbridge Gorge Museum Trust
- Into Film

Support letters are available at the following link:

<http://qualifications.pearson.com/en/qualifications/btec-firsts/creative-digital-media-production-2013-nqf.html>.

Further information

Further information on the qualification can also be accessed at

<http://qualifications.pearson.com/en/qualifications/btec-firsts/creative-digital-media-production-2013-nqf.html>.