

## Statement of Purpose

### 500/7842/2 – Pearson BTEC Level 3 Subsidiary Diploma in Creative Media Production (QCF)

The UK's creative industries include television and film, publishing and advertising, radio and computer games development. The Department for Culture, Media & Sport estimate that the creative industries are worth £36 billion a year and employ 1.5 million people in the UK. The UK's creative industries have been identified as a strategic growth sector by the Government.

The Pearson BTEC Level 3 Subsidiary Diploma (360 GLH) in Creative Media Production (QCF) is part of a larger suite of Creative Media Production qualifications, in a range of sizes, which share the common purpose of helping people to become occupationally ready to take up employment in the creative industries at the appropriate level. This can follow either directly after achieving the qualification, or via the stepping stone of Higher Education (HE) in university or college. By studying a BTEC National, learners develop knowledge, understanding and skills required by the sector, including essential employability skills, and apply them in real work contexts. Learners can operate at a standard that can reasonably be expected of an 18 year old in full-time education.

**The Pearson BTEC Level 3 Subsidiary Diploma in Creative Media Production (QCF) is primarily a Technical Level qualification, equivalent in size to an A level.** It covers many aspects of the UK's Creative Industries and contains the following six endorsed pathways:

- TV and Film
- Radio
- Sound Recording
- Print Based Media
- Interactive Media
- Games Development.

The BTEC Level 3 Diploma in Creative Media Production (QCF) has been designed to occupy one third of the curriculum within a broader programme of study, which could include other vocational or academic qualifications. Its main purpose is to allow learners to develop the core specialist knowledge, understanding and skills, including pre-production techniques, research techniques for the creative media industries and an understanding of the creative media sector, required by the sector. It provides a basis for progression into a broad range of roles within the sector when supported by relevant qualifications at Level 2, such as GCSE English and Mathematics, and/or at Level 3, such as Business and Languages if learners want to go into a media career, or Physics and Mathematics if learners want to progress into technical sound and/or television production-related careers. Learners also have the opportunity to study in more depth a range of option areas of their choice, including film and video editing techniques, factual writing for print and web authoring.

As the qualification was designed in close collaboration with industry, it is fully supported by the Sector Skills Council for the creative industries, Creative Skillset. A range of professional organisations/employers in the sector have also confirmed their support for this Pearson BTEC Level 3 Subsidiary Diploma in Creative Media Production (QCF). This means it is a highly respected route for those who wish to move into employment in the sector, either directly or following further study.

A significant proportion of recruitment in this sector is at graduate level. The Pearson BTEC Level 3 Subsidiary Diploma in Creative Media Production (QCF) also provides a well-established route into a variety of specialist Higher Education (HE) courses in this sector, when taken alongside other qualifications appropriate for the desired course of study. UCAS has reviewed the qualification to assess its value for access to higher education, and has allocated UCAS points. See details published on the Pearson website here:

<http://www.edexcel.com/i-am-a/student/results/Pages/BTEC-equivalence.aspx>

In addition, a number of universities have individually confirmed that this Pearson BTEC Level 3 Subsidiary Diploma in Creative Media Production (QCF) fulfils their entry requirements when achieved alongside other qualifications.