

## Statement of Purpose

### 500/7878/1 – Pearson BTEC Level 3 Extended 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 Extended Diploma (1080 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.

**Within this suite, the Pearson BTEC Level 3 Extended Diploma in Creative Media Production (QCF) is primarily a Technical Level qualification, equivalent in size to three A levels.** It covers many aspects of the UK's Creative Industries and, as well as an unendorsed pathway there are six endorsed pathways available in:

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

The BTEC Level 3 Extended Diploma in Creative Media Production (QCF) has been designed as a full two-year programme of study, enabling learners to develop a substantial common core of knowledge, including pre-production techniques, critical approaches to creative media products and an understanding of the creative media sector. It also allows them the maximum opportunity to study in more depth a full range of option areas of their choice, such as producing print-based media, music video production and 3D animation. It is mainly designed for those learners who know in which sector they would like to specialise. Learners can achieve breadth of study through the large core and extensive options, rather than by studying complementary qualifications alongside it. The qualification allows learners to develop the wide-ranging knowledge, understanding and skills required for direct progression into a broad range of roles within the industry they are going to be a part of. It also meets the needs of those who wish to progress first to further study.

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 and employers in the sector have also confirmed their support for the Pearson BTEC Level 3 Extended 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 Extended Diploma in Creative Media Production (QCF) also provides a well-established route into a variety of specialist Higher Education (HE) courses in this sector and beyond, fully meeting entry requirements for most courses. 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 the Pearson BTEC Level 3 Extended Diploma in Creative Media Production (QCF) fulfils their entry requirements, either on its own or when achieved alongside other qualifications.