

Statement of Purpose

600/6445/6 – Pearson BTEC Level 3 90-credit 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 90-credit Diploma (540 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 90-credit Diploma (540 GLH) is primarily a Technical Level qualification, equivalent in size to one and a half A levels. It covers many aspects of the UK's Creative Industries and as well as an unendorsed pathway, there are the following six endorsed pathways:

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

The Pearson BTEC Level 3 90-credit Diploma in Creative Media Production (QCF) has been designed as a one-year course, enabling learners to develop a common core of knowledge, including pre-production techniques, research techniques for the creative media industries and an understanding of the creative media sector. It also allows them the opportunity to study in more depth a range of option areas of their choice, such as producing print-based media, music video production and 3D animation. This Pearson BTEC Level 3 90-credit Diploma in Creative Media Production (QCF) could either be for learners starting their final year of education, for example after taking a level 2 qualification post-16 and wishing to follow a coherent one-year course at level 3, or for learners who wish to complete their course after one year and move into an apprenticeship or training with an employer. The qualification supports progression to a wide range of roles within the sector, usually when accompanied by other qualifications achieved at level 2 or level 3, such as A levels in Business and Languages if learners want to pursue a media-based career.

As the qualification was designed in close collaboration with industry, it is fully supported by the Sector Skills Council (SSC) for the sector, Creative Skillset. A range of professional organisations and employers in the sector have also confirmed their support for this Pearson BTEC Level 3 90-credit 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 90-credit 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, 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 90-credit Diploma in Creative Media Production (QCF) fulfils their entry requirements when achieved alongside other qualifications.