

Purpose Statement

Name of regulated qualification	
QN: 603/1911/2	Title: Pearson BTEC Level 3 National Extended Certificate in Digital Content Production (360 GLH)

Overview
<p>The media sector</p> <p>In 2016, the UK government reported that the creative industries were worth £9.6 million an hour to the UK economy. Digital content production is an exciting area as consumers are increasingly receiving media content online and traditional publishers, such as those producing newspapers and magazines, are developing content that can be consumed digitally. Employers in this area include digital publishers, broadcasters and digital agencies.</p> <p>Who is this qualification for?</p> <p>The Pearson BTEC Level 3 National Extended Certificate in Digital Content Production is intended as a Tech Level qualification, equivalent in size to 1 A level, and, as such, is designed to meet the Tech Bacc measure, if you study it alongside level 3 mathematics and the Extended Project Qualification (EPQ). This size of qualification allows you to study related and complementary qualifications without duplication of content. It provides good preparation if you are considering an apprenticeship in the creative and design route. When taken alongside further level 3 qualifications, it also supports access to a range of higher education courses in the wider media industry.</p> <p>As well as direct entry to employment, this qualification will prepare you for higher study of a specialist degree or BTEC Higher National Diploma. This route gives you the opportunity to enter the sector at a higher level, or in a more specialist role.</p> <p>No prior study of the sector is needed, but you should normally have a range of achievement at level 2, in GCSEs or equivalent qualifications, including English, mathematics and science.</p> <p>What does the qualification cover?</p> <p>The content of this qualification has been developed in consultation with employers and professional bodies to ensure that it is appropriate for those interested in working in the sector.</p>

In addition, higher education representatives have been involved to ensure that the qualification fully supports entry to the relevant range of specialist degrees.

There are two mandatory units, which cover the following aspects of digital content production:

- digital magazine production
- digital media skills.

You will be able to add three optional units, from a choice of nine, to the mandatory content.

These have been designed to support your progression to a range of employment opportunities in digital content production, and to a range of higher education courses.

Optional units will introduce you to sector-specialist areas of your choice, including working in particular environments, and link with relevant technical roles. The optional units cover areas such as:

- web and app production
- writing copy
- digital photography and image manipulation
- graphics and layout.

While taking this qualification, you will be required to engage with sector employers as part of your course, where you will be given opportunities to develop practical skills in preparation for employment.

What could this qualification lead to?

Will the qualification lead to employment, if so, in which job role and at what level?

Depending on the optional units that you choose, this qualification will prepare you for direct employment in digital content production, and is suitable if you wish to work in entry-level roles such as:

- junior content producer
- junior designer
- junior researcher
- web coordinator
- trainee/assistant photographer
- digital assistant
- junior journalist.

If you have taken additional level 3 qualifications, you could increase your professional industry skills and competencies, and have increased responsibilities in the above job roles. Additional qualifications could include:

- Pearson BTEC Level 3 National Extended Certificate in Computing
- A Level in Business Studies.

Will the qualification lead to further learning?

There are many roles in this sector where recruitment is at graduate level. The qualification carries UCAS points and is recognised by higher education providers as contributing to

meeting admission requirements to many relevant courses. For example, if taken alongside A levels in English and Business Studies, or a BTEC Level 3 National Diploma in a relevant field of study, such as Computing or Business, it could lead to a:

- BA (Hons) in Advertising
- BA (Hons) in Marketing
- BSc (Hons) in Interactive Design and Development.

You may also progress to a higher or degree apprenticeship.

You should always check the entry requirements for degree programmes at specific higher education providers.

Why choose this size of qualification?

If there are larger and/or smaller versions of this qualification, or it is available at different skills levels, why should you take this particular one?

The **Pearson BTEC Level 3 National Extended Certificate in Digital Content Production** is a specialist technical qualification in digital content production, equivalent in size to 1 A level. It will typically make up one-third of a study programme and can be taken alongside additional qualifications. There are two further Pearson BTEC National Extended Certificates in:

- Digital Film and Video Production
- Digital Games Production.

These are specialist courses focused on particular areas of study in the media industries and are equivalent in size to 1 A level. They will typically make up one-third of a 16–19 study programme and can be taken alongside other qualifications. They are Tech Level qualifications. Additional qualification(s) studied allow you either to give further breadth to your study by choosing a contrasting subject, or to give your studies more focus by choosing complementary subjects.

There are five BTEC National Diplomas:

- Pearson BTEC Level 3 National Diploma in Digital Publishing
- Pearson BTEC Level 3 National Diploma in Film and Television Production
- Pearson BTEC Level 3 National Diploma in Film and Television Visual Effects
- Pearson BTEC Level 3 National Diploma in Games Design and Development
- Pearson BTEC Level 3 National Diploma in Sound Production.

These are specialist courses focused on particular areas of study in the media industries and are equivalent in size to 2 A levels. They will typically make up two-thirds of a 16–19 study programme and can be taken alongside other qualifications. They are Tech Level qualifications. Additional qualification(s) studied allow you either to give breadth to your study by choosing a contrasting subject, or to give your studies more focus by choosing a complementary subject.

The BTEC National suite in Creative Digital Media Production also includes the following qualifications.

The **Pearson BTEC Level 3 National Extended Certificate in Creative Digital Media Production**, which is equivalent in size to 1 A level. It is ideal for you if you are interested in learning about the sector alongside other fields of study, with a view to progressing to a wide range of higher education courses, but not necessarily media-related.

The **Pearson BTEC Level 3 National Foundation Diploma in Creative Digital Media Production**, which is equivalent in size to 1.5 A levels. It is ideal for you if you are looking for a one-year course of full-time study, or you intend to take it alongside another area of study that contrasts or complements the Foundation Diploma in Creative Digital Media Production over a two-year, full-time study programme.

The **Pearson BTEC Level 3 National Extended Diploma in Creative Digital Media Production**, which is equivalent in size to 3 A levels and is the largest qualification in the suite. It is intended primarily for those wishing to progress to further study of the sector in higher education.

Who supports this qualification?

Professional bodies

- Creative Industries Federation
- JAMES (Joint Audio Media Education Support)

Employers

- Bloomberg
- Digital Theatre+
- Milo Creative
- Plastic Horse
- Wolff Olins