

Purpose Statement

Name of regulated qualification	
QAN: 601/7472/9	Title: Pearson BTEC Level 3 National Diploma in Digital Publishing (720 GLH)

Overview
<p><i>The creative industries</i></p> <p>The UK creative industries are internationally respected and form an important part of the UK economy. In 2014, the UK government reported that the creative industries were worth £8 billion an hour to the UK economy, which is approximately £71.4 billion per year. Figures from 2012 show that 5.6 per cent (1.68 million) of all jobs in the UK were in the creative industries, and that they were the fastest growing area of the UK economy. Digital publishing forms an important part of the creative industries in the UK and employment opportunities are set to increase in this area.</p> <p><i>Who is this qualification for?</i></p> <p>The Pearson BTEC Level 3 National Diploma in Digital Publishing is equivalent in size to 2 A Levels and is aimed at students looking to progress to employment in this sector. The qualification has been designed in consultation with employers as a two-year programme of study, normally in conjunction with one or more qualifications at Level 3. It is intended as a Tech Level, and as such is designed to meet the Tech Bacc measure when studied alongside Level 3 mathematics and the Extended Project Qualification (EPQ).</p> <p>No prior study of the sector is needed, but students should normally have a range of achievement at Level 2, in GCSEs or equivalent qualifications.</p> <p><i>What does this qualification cover?</i></p> <p>Students produce content and design and develop websites. They learn to work together in teams, and also individually, to produce vocational projects in digital publishing. Students gain an understanding of the various roles and responsibilities in the industry, from copywriters to graphic designers to digital developers, and how these roles work together to produce digital content and platforms. The qualification includes four mandatory units, through which students learn to write proposals and pitches for a commission and to develop a treatment outlining their ideas and concepts, as well as developing their digital production skills. They learn how to produce websites and, through optional units, students develop their technical skills in copywriting, layout design and coding.</p> <p>As part of their course, students have to engage with employers from the sector; this could be through work experience or through employers contributing to teaching or assessment.</p>

What could this qualification lead to?
<p><i>Will the qualification lead to employment, if so, in which job role and at which level?</i></p> <p>The qualification has been designed in consultation with employers and will support application to entry-level roles in digital publishing, or to further training and Apprenticeships where appropriate. The focus on technical skills allows students to apply for roles, such as:</p> <ul style="list-style-type: none"> digital content assistant

- junior copywriter
- design assistant
- digital assistant
- web coordinator.

Will the qualification support progression to further learning, if so, what to?

A significant proportion of recruitment in the media industries is at graduate level and students may wish to progress to further learning, which will support entry to a further range of careers in the sector. The qualification is intended to carry UCAS points and is recognised by HE providers as meeting admission requirements to relevant Foundation Degree and BTEC Higher National courses, such as:

- FdA Journalism and Practical Media
- FdA Web Design
- HND in Creative Media Production.

When studied with other qualifications in the study programme, such as an A Level or BTEC Extended Certificate in a different complementing sector, such as English language or computing, students can progress to higher education on full degree courses, for example:

- BA (Hons) in Publishing and Digital Culture
- BA (Hons) in Web Development
- BA (Hons) in Multimedia Journalism.

Students should always check the entry requirements for degree programmes at specific HE providers.

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

The **Pearson BTEC Level 3 National Diploma in Digital Publishing** is a specialist technical qualification, equivalent in size to 2 A Levels. It will typically make up two-thirds of a study programme and can be taken alongside additional qualifications.

There are four further **Pearson BTEC National Diplomas** in:

- Digital Games Design and Development
- Film and Television Visual Effects
- Film and Television Production
- 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 intended as Tech Level qualifications, and as such are designed to meet the Tech Bacc measure when studied with the EPQ and Level 3 mathematics. The additional qualification(s) studied allow students either

to give breadth to their study by choosing a contrasting subject, or to give their 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** is equivalent in size to 1 A Level. It is for students who are interested in learning about the sector alongside other fields of study with a view to progressing to a wide range of HE courses, but not necessarily media related.

The **Pearson BTEC Level 3 National Foundation Diploma in Creative Digital Media Production** is equivalent in size to 1.5 A Levels and is for students looking for a one-year course of full-time study, or 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** is equivalent in size to 3 A Levels and is the largest qualification in the suite. It is intended primarily for students wishing to progress to further study of the sector in higher education.

This qualification is supported by the following organisations

Professional and trade bodies

Creative Industries Federation
British Interactive Media Association

Employers

Autodesk
Milo Creative
TraceMedia
Haymarket
@Voytek Production
Adastra Development Ltd
Team 360
Lobo Bobo Ltd
Yarrington
Lancashire Digital
Made in Me

Higher education

University of East Anglia
University of Huddersfield
University of Chichester
Kingston University
Southampton Solent University
University of the West of England