

Purpose Statement

Name of regulated qualification	
QAN: 601/7469/9	Title: Pearson BTEC Level 3 National Extended Diploma in Creative Digital Media Production (1080 GLH)

Overview
<p><i>The media sector</i></p> <p>In 2014, the UK Government reported that the creative industries were worth £8 million an hour to UK economy. From <i>Guardians of the Galaxy</i> to <i>Minecraft</i>, the UK holds the talent and resources that produce some of the most innovative and imaginative media in the world. The range of industries represented by creative digital media production includes media such as film and television, digital publishing and digital games. These are some of fastest growing industries in the UK and are one of the areas in which the UK leads the rest of the world.</p> <p><i>Who is this qualification for?</i></p> <p>The Pearson BTEC Level 3 National Extended Diploma in Creative Digital Media Production is intended to be an Applied General qualification and is equivalent in size to 3 A Levels. Students wishing to take this BTEC will have successfully completed a Level 2 programme of learning with GCSEs or vocational qualifications.</p> <p>The qualification has been developed for post-16 students wishing to focus their learning on creative digital media production, with a view to progressing to a related higher education course, and potentially a career in the creative industries. The Pearson BTEC Level 3 National Extended Diploma in Creative Digital Media Production would normally be studied over two years, as the substantial qualification in a student's study programme.</p> <p><i>What does this qualification cover?</i></p> <p>Over seven units of mandatory content, students develop the underpinning knowledge and skills needed for the media sector. Students investigate the media industry, looking at the influences of technology and audiences, and how media is affected by them. They develop research skills through their investigations, and understand the differences between primary and secondary research techniques, and quantitative and qualitative responses. Students learn how to analyse and deconstruct media representations, and develop the communication and planning skills that allow ideas to be produced. Students refine their presentation skills through pitching media projects, and their communication skills are developed by working in teams to complete various media projects. Students choose optional units in sectors such as television, film, digital games and interactive media. This enables them to acquire knowledge of various media and media genres, which extends their understanding of various sections of the media.</p> <p>Pearson has worked with higher education to ensure that students develop the knowledge and skills needed to prepare for study at a higher level. Media industry employers have also been involved to confirm that the content is appropriate and consistent with current practice for students choosing to enter employment.</p> <p>Students can choose to follow a general programme of study, learning about a variety of different media or they can choose to follow an endorsed pathway in film, television and radio; digital publishing and interactive media; or games design and development. This helps to</p>

inform progression in specific areas of creative digital media production when applying to higher education, but whichever route is chosen, the same range of progression routes remains open to students; the title gives an indication of the nature of the optional units studied.

What could this qualification lead to?

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

The qualification is intended to carry UCAS points and is equivalent in size to 3 A Levels. The pathways allow students to focus on particular sectors in the creative industries, and their aim is to indicate to end users what that focus has been – but are not intended to restrict future progression. Whichever pathway is chosen, the qualification meets admission requirements for a range of related higher education courses such as:

- BA (hons) in Media Studies
- BA (hons) in Computer Animation
- BA (hons) in Media Production
- BA (hons) in Film
- BA (hons) in Digital Television Production
- BSc (Hons) in Broadcast Audio Technology.

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

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

A significant proportion of careers in the media industry are at graduate level, but achievement of this qualification will support those who choose to progress directly to employment. Students develop employability skills and knowledge through contextual projects, which build their communication skills and ability to work collaboratively, as well as developing practical skills in digital media hardware, software and processes. This would give students an advantage when applying for entry-level roles in the industry such as a runner or production assistant in a television or film production company, or as a games tester in a games company, or to apprenticeships in 2D visual effects or digital content.

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 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.

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 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.

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 intended as Tech Level qualifications, and as such are designed to meet the Tech Bacc measure when studied with the Extended Project Qualification (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.

This qualification is supported by the following organisations

Higher education

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

Professional and trade bodies

Creative Industries Federation

Employers

Milo Creative
TraceMedia
Haymarket
@Voytek Production
Adastra Development Ltd
Bear Hug TV
Team 360
Silversun Media Group
Yarrington