

## Purpose Statement

### Name of regulated qualification

**QAN: 601/7468/7**

**Title: Pearson BTEC Level 3 National Foundation Diploma in Creative Digital Media Production (510 GLH)**

### Overview

#### ***The media sector***

In 2014, the UK Government reported that the creative industries were worth £8 million an hour to UK economy. From *Guardians of the Galaxy* to *Minecraft*, 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.

#### ***Who is this qualification for?***

The Pearson BTEC Level 3 National Foundation Diploma in Creative Digital Media Production is equivalent in size to 1.5 A Levels. The qualification is intended as an Applied General qualification for post-16 students wishing to develop the knowledge and skills for further progression in creative media education, to an Apprenticeship, or possibly to entry-level employment in the sector.

The Pearson BTEC Level 3 National Foundation Diploma in Creative Digital Media Production would normally be studied over one year, as the substantial qualification in a student's study programme, or part of a full two-year programme when studied alongside further Level 3 qualifications. Students wishing to take this BTEC will have successfully completed a Level 2 programme of learning with GCSEs or vocational qualifications.

#### ***What does this qualification cover?***

Students learn the digital processes, techniques and skills needed to progress in this dynamic sector. The qualification offers students a broad programme of study so that they understand the communication and planning skills needed for further study of the creative media sector. Students work both in teams and individually to develop media projects in areas such as film, television and radio, interactive design and publishing, and digital games. There are four units of mandatory content, where students learn to:

- analyse media to better understand audiences and clients
- communicate and present their ideas
- plan and prepare media projects
- develop the skills required to work effectively in teams.

Students select from optional production units that introduce them to various media sectors and genres, and enable them to make an informed choice when looking to progress to the next stage of learning.

**What could this qualification lead to?*****Will the qualification support progression to further learning, if so, what to?***

The qualification has been designed in consultation with higher education to allow students to progress to further study. Students who have completed this qualification in a year may progress to further learning at Level 3, for example a second Foundation Diploma in a complementary sector, or to the Pearson BTEC Level 3 National Extended Diploma in Creative Digital Media Production.

The qualification is intended to carry UCAS points and is recognised by HE providers as meeting or contributing to admission requirements to many relevant business courses. On its own, it can provide progression to Foundation degrees and BTEC Higher Nationals, for example:

- FdA Media Production
- FdA Live Television Production
- FdA Interactive Media Development
- HND Creative Media Production.

When combined with other qualifications in a two-year study programme, such as AS/A Levels, or another BTEC National Foundation Diploma, students can progress to higher education on full degree, single or combined courses, for example:

- BA (Hons) in Fashion Journalism, if taken with, for example a Pearson BTEC Level 3 National Foundation Diploma in Art and Design
- BSc (Hons) in Computer Science, if taken with, for example a Pearson BTEC Level 3 National Foundation Diploma in Computing
- FdA Business and Media Production, if taken with an A Level in Business.

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?***

The majority of job opportunities in this sector are at graduate level, and the qualification is designed primarily to support progression to employment after further study at university. However, it also supports students choosing to progress directly to employment, and it will develop knowledge and understanding that will give them an advantage when they apply for a range of assistant roles, primarily alongside an Apprenticeship in areas such as media production.

***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 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 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 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.

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  
Silersun Media Group  
Yarrington