A large, abstract circular graphic composed of concentric white rings and a colorful, low-poly background. The colors include red, orange, yellow, green, blue, purple, and black. A dark green rectangular box is overlaid on the right side of the graphic, containing white text.

Teaching Creative
Digital Media at
Level 3?
Choose BTEC Nationals



Welcome to your Guide to BTEC Level 3 Nationals in:

🕒 Creative Digital Media Production

Your guide includes everything you need to know about BTEC Level 3 Nationals in Creative Digital Media Production, why universities and employers are so excited about BTEC qualifications, and why **around 1 in 4 students entering university in the UK do so with a BTEC.***

*Source: UCAS Progression Pathways – Jan 2016

The skills to succeed – the confidence to progress

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Why choose BTEC Nationals?

Young people taking their first steps towards a new career need the right blend of **technical and academic skills** in order to become the highly skilled, work-ready individuals employers and universities look for.

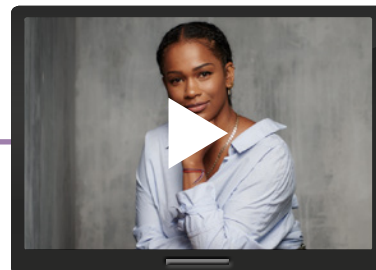
BTEC Level 3 Nationals are vocational qualifications designed to help your learners succeed. They have been developed in collaboration with over 5,000 universities, employers and professional bodies with **employability at the heart**, so your learners can develop the skills and confidence they will need to step into their future.

Why universities choose BTEC



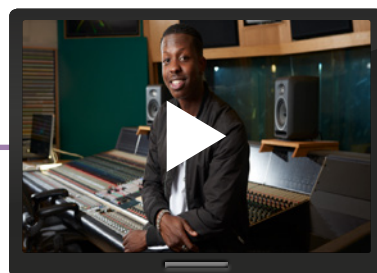
quals.pearson.com/BTECprogress17Guide

Why employers choose BTEC



quals.pearson.com/BTECprogress17Guide

Why students choose BTEC



quals.pearson.com/BTECprogress17Guide

What's new

Your new BTEC Level 3 Nationals qualifications take a unit-by-unit approach and provide you learners with practical, work-related courses. They offer:

Combination of assessment styles

Learners can demonstrate their knowledge, skills and understanding through work-related contexts. (see page 20 for details).

Large foundation of mandatory units

Universities and employers have evidence of a consistent level of core knowledge and skills.

Comprehensive support

We've listened to feedback and put together our most comprehensive support package yet. (see pages 14–19 for details).

The skills to succeed – the confidence to progress





The route to success

After 30 years of proven success, more and more employers and Higher Education institutions across the globe are choosing BTEC-qualified candidates for their **practical knowledge** and **employability skills**.

More than a million learners choose BTEC each year.

BTEC Level 3 Nationals provide your learners with:

- ① **modern, work-related qualifications** with **clear purpose and defined progression routes** into higher education or employment
- ② **the help they need to develop high-level skills** employers and universities look for such as teamwork, creative thinking and presentation skills
- ③ **the opportunity to build independent research and study skills** essential for success at university and in the work-place.

The skills to succeed – the confidence to progress

“BTEC courses give you real, hands-on experience. It’s what I call ‘learning by doing’ and gives you the skills today’s employers are looking for.”

*Peter Jones CBE,
Entrepreneur*



Find out why **Peter Jones** and our other ambassadors choose **BTEC** at quals.pearson.com/BTECsuccess17guide.

See some great BTEC success stories and meet our **BTEC Creative Media Student** of the Year 2017 at: quals.pearson.com/BTECawards17guide



Did you know...

4 out of 5 BTEC students go on to receive a **First or Second class degree**

(The outcomes associated with the BTEC route of degree level acquisition, London Economics 2013)

37% of businesses prefer recruits to hold a mix of academic and vocational qualifications or value them equally

(Inspiring Growth: Pearson/Skills CBI Skills survey 2015)

Your BTEC Nationals for the creative media sector qualifications explained

BTEC Level 3 Nationals Creative Digital Media Production courses offer a flexible range of qualifications that can be studied alongside other level 3 qualifications such as A levels or other BTEC Nationals as part of a larger programme of study, or as the main focus of study.

- They are designed for post-16 Level 3 learners wishing to go on to further or higher level study of the sector or directly to employment.
- All sizes attract **UCAS points** and are widely recognised by universities and employers.



Creative Digital Media Production

Your BTEC Level 3 creative media qualifications are available in a range of sizes and are either **Applied General** or **Tech level-style** qualifications.

Find out more

The following pages provide you with an overview of each course. For full details or to download your specifications please go to quals.pearson.com/BTECNatsCDM16Guide

Applied General qualifications

For learners progressing to their career through higher level study, although they could go directly into employment at the end of the course. They will have the opportunity to:

- choose between different qualification sizes** so they have the option to study full or part-time or take a BTEC alongside other level 3 qualifications such as A levels
- develop **transferable knowledge and skills**.

Tech Level qualifications

For learners wishing to progress directly to employment or apprenticeships through specialist study, or choose to go on to higher level study. They will have the opportunity to:

- choose between different qualification sizes** so they have the option to study full or part-time or take a BTEC alongside other level 3 qualifications such as A levels
- equip themselves with **specialist knowledge** and skills for their chosen career path
- develop **transferable knowledge and skills**.

The skills to succeed – the confidence to progress



Course overview

The chart below and over the page gives you an overview of the course sizes available in your BTEC Level 3 Nationals in Creative Digital Media Production.



Applied General

Extended Certificate 360 GLH

Same size as 1 A Level Applied General

Total units: 4
3 Mandatory Units
PLUS 1 Optional Unit*

Purpose: Provides an introduction to studying creative digital media. When studied alongside other level 3 qualifications is ideal for learners wishing to go on to:

- Further or higher education

Foundation Diploma 510 GLH

Same size as 1.5 A Levels Applied General

Total units: 6
4 Mandatory Units
PLUS 2 Optional Units*

Purpose: Designed as a one-year course providing the underpinning knowledge for the Creative Digital Media sector. Supports progression to:

- Further education
- Employment in entry level roles and apprenticeships such as media production

Extended Diploma 1080 GLH

Same size as 3 A levels Applied General

Total units: 13
7 Mandatory Units
PLUS 6 Optional Units*

Purpose: A two-year, full-time course providing in-depth study of the sector. Learners can take a general route or can specialise in Film, Television and Radio, Interactive Publishing and Media or Digital Games. Supports progression to:

- Further education
- Employment in role such as games tester or apprenticeship in 2D visual effects

*please see specification for details of all Optional Units available.

The skills to succeed – the confidence to progress

These Applied General and Tech Level-style qualifications provide your learners with the underpinning knowledge and skills they will need to succeed in the music industry and offer your learners:

- flexibility to progress to larger size qualifications or specialise
- opportunities to showcase their skills through **practical assessments**.

Tech Level

Extended Certificate in Digital Film and Video Production** 360 GLH

Same size as 2 A levels Tech Level

Total units: 5
2 Mandatory Units
PLUS 3 Optional Units*

Purpose: Provides a technical introduction to digital film and video production including single and multi-camera techniques, sound recording and film editing. Supports progression to:

- Apprenticeship or employment in roles such as broadcast assistant, animation or camera crew assistant
- Higher education

Extended Certificate in Digital Content Production** 360 GLH

Same size as 2 A levels Tech Level

Total units: 5
2 Mandatory Units
PLUS 3 Optional Units*

Purpose: Provides a technical introduction to digital content production including digital magazine production, image manipulation techniques and coding for web-based media. Supports progression to:

- Apprenticeship or employment in roles such as junior content producer, web coordinator and digital assistant
- Higher education

Extended Certificate in Digital Games Production** 360 GLH

Same size as 2 A levels Tech Level

Total units: 5
2 Mandatory Units
PLUS 3 Optional Units*

Purpose: Provides a technical introduction to digital games production including engine scripting, 3D modeling and environment and games testing. Supports progression to:

- Apprenticeship or employment in roles such as games tester and communities manager
- Higher education

** Please note BTEC Level 3 National Extended Certificates (Tech Level) are not currently on performance tables (England). Please check web site for latest information.

See next page for Diploma qualifications >>>

Course overview continued



Tech Level

Diploma in Digital Film and Television Production 720 GLH

Same size as 2 A levels
Tech Level

Total units: 10
4 Mandatory Units
PLUS 6 Optional Units*

Purpose: Provides a technical understanding to film and video production including single and multi-camera techniques, sound recording and lighting. Supports progression to:

- ⦿ Apprenticeship or employment in roles such as production lighting, production assistant and junior researcher
- ⦿ Higher education

Diploma in Film and Television Visual Effects 720 GLH

Same size as 2 A levels
Tech Level

Total units: 10
5 Mandatory Units
PLUS 5 Optional Units*

Purpose: Provides a technical understanding to film and television visual effects including storyboarding, 2d and 3D animation, compositing and rendering techniques. Supports progression to:

- ⦿ Apprenticeship or employment in roles such as animation assistant, junior 2D artist and assistant technical director
- ⦿ Higher education

Diploma in Sound Production 720 GLH

Same size as 2 A levels
Tech Level

Total units: 10
4 Mandatory Units
PLUS 6 Optional Units*

Purpose: Provides a technical understanding of sound production including producing live radio broadcasts and mixing and editing sound. Supports progression to:

- ⦿ Apprentice sound technician, recording engineer and live sound engineer and employment in roles such as radio broadcast assistant, sound assistant
- ⦿ Higher education

Diploma in Digital Publishing 720 GLH

Same size as 2 A levels
Tech Level

Total units: 10
4 Mandatory Units
PLUS 6 Optional Units*

Purpose: Provides a technical understanding of publishing including website production, writing code, digital graphics photography and image manipulation. Supports progression to:

- ⦿ Apprenticeship or employment in roles such as digital content assistant, web coordinator and design assistant
- ⦿ Higher education

Diploma in Games Design and Development 720 GLH

Same size as 2 A levels
Tech Level

Total units: 10
4 Mandatory Units
PLUS 6 Optional Units*

Purpose: Provides a technical understanding of the digital games industry including engine scripting, 2D and 3D animation, 3D environments and coding for web-based games. Supports progression to:

- ⦿ Apprenticeship or employment in roles such as computer games tester, trainee games designer and trainee games producer
- ⦿ Higher education

Included in performance measures in England – see website for full details

Included in performance measures in England – see website for full details

*please see specification for details of all Optional Units available.

Information correct at time of publication – please see specification for latest information.

Find out more

For **Teaching support** see page 14 • For **Assessment** see page 20

Download your **specification** at: quals.pearson.com/BTECNatsCDM16Guide

The skills to succeed – the confidence to progress



Course materials

BTEC Level 3 Nationals in Creative Digital Media Production have a comprehensive range of FREE course materials available to help with **planning and teaching**, as well as **assessing and tracking** progress of your learners.

Find out more

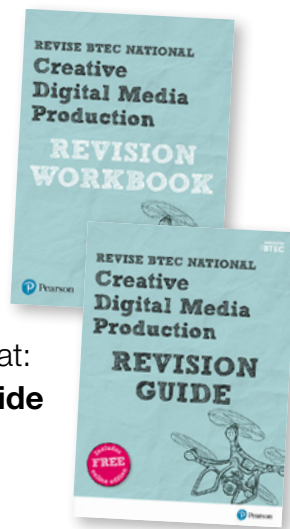
For full details of all the support available please see website:



Creative Digital Media:
quals.pearson.com/BTECNatsCDM16Guide

Published resources (paid-for)

- ⦿ Help learners prepare for external assessment
- ⦿ Find out about Revision Guides and Revision Workbooks for BTEC Nationals in Creative Digital Media Production and order your copies at: www.pearsonfe.co.uk/BTECNatsCDM16Guide



The skills to succeed – the confidence to progress

Plan

We've a bank of support materials designed to help you choose and plan the right course for your learners including:

- ⦿ Specifications
- ⦿ Sample Assessment Materials
- ⦿ Delivery plans
- ⦿ myBTEC planning tools
- ⦿ Authorised Assignment Briefs
- ⦿ Getting Ready to Teach free events

Teach

You'll also find a wide range of teaching and learning materials to help you deliver your course such as:

- ⦿ Delivery guides
- ⦿ Schemes of work
- ⦿ Skills for Learning and Work Activity Sheets
- ⦿ Training events
- ⦿ Published resources

Assess and Track

There's also a selection of resources designed to help you prepare for assessment and track learner progress:

- ⦿ Sample Assessment Materials
- ⦿ Sample Marked Learner Work
- ⦿ Authorised Assignment Briefs
- ⦿ Quality Assurance guides
- ⦿ myBTEC progress tracking

Find out more

- See page 19 for full details about free training events
- Download your specifications at: quals.pearson.com/BTECNatsCDM16Guide
- Order your revision guides at www.pearsonfe.co.uk/BTECNatsCDM16Guide



MyBTEC

We know that as a teacher workload can be an issue, that's why to help you save time we have designed myBTEC, a unique free service that aims to reduce your admin workload.

What myBTEC can do for you:

- ⦿ **Saves you time** – for example when Internally Verifying an assignment brief, at least 50% of the questions are answered for you
- ⦿ **Reduces your workload** –for example your assessment plan is produced automatically from your assignment briefs in myBTEC
- ⦿ **Automatic grade tracking calculations**, so you know your students are on track
- ⦿ **Easily export and download all documents**, information and results
- ⦿ **Give you the complete visibility of all courses**, of all courses, assessment, internal verification and results at your centre, so you can check progress at anytime.

Simply login at mybtec.pearson.com with your Edexcel online details

Find out more
Discover myBTEC at
quals.pearson.com/myBTECNatsGuide17

The skills to succeed – the confidence to progress

Training

We offer a range of events to help you in every aspect of planning, teaching and assessing your BTEC courses.

To make it as easy as possible for you to benefit from our training, many of our **face-to-face** events are available as **online sessions**, and you can request any of our events to be delivered as paid-for events in your centre.

Our programme of events:

- ⦿ make it easy for you to access BTEC training **how, when and where** you need it.
- ⦿ offer **qualification-based** and **role-based** courses so you can choose which event is right for you.
- ⦿ are **delivered by experts** passionate about training.
- ⦿ provide opportunities to **share ideas and best practice**.

What's more, our flexible range of high quality training events not only support your delivery of BTEC courses, but also help towards your **continued professional development**.

Find out more

Book onto one of our events at quals.pearson.com/BTECNatsTraining





Admin support

New to BTEC?

If you're thinking about teaching BTEC Nationals and want to know more about what's involved and the support we can provide see our step-by-step guides at quals.pearson.com/stepbystepBTEC.

We've included guidance on:

- ⦿ How to get started
- ⦿ Building your BTEC team
- ⦿ Quality assurance
- ⦿ Internals assessment
- ⦿ External assessment

Already teaching BTEC?

Remember you can find detailed information about key BTEC processes, forms and guidance materials quals.pearson.com/BTECsupport.

You'll also find all of the essential tools and forms on each of our dedicated qualifications pages, alongside your specifications and any additional resources specific to your BTEC.

The skills to succeed – the confidence to progress

Specialist help and advice

You've also access to specialist support and advice from our creative media subject advisor, Susan Young.

Susan will be happy to help with any questions you may have about your BTEC Level 3 Creative Digital Media Production qualifications.

Susan Young

Art, Design and Media

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🐦 [@pearson_Art](https://twitter.com/pearson_Art)



Find out More

For full details visit quals.pearson.com/BTECNatsCDM16Guide

Assessment and Grading

Types of assessment

Your BTEC Level 3 Nationals Creative Digital Media Production qualifications take a unit-by-unit approach and offer a combination of assessment styles.

This gives your learners the opportunity to showcase their skills and apply their knowledge in an appropriate, work-related context, and provides evidence of what they can do when they apply to enter higher education or employment.

Assignments (internally assessed)

Set and marked by: Centre
Verified by: Pearson

Assignments are practical tasks set in work-related scenarios that can be tailored to local industry needs for your learners. Learners demonstrate how they apply knowledge and skills to complete a practical project over a period of time, working individually or in groups.

Tasks (externally assessed)

Set and marked by: Pearson

Tasks are practical work-related scenarios completed in realistic, time-based situations. They are completed in controlled conditions and some tasks have pre-released information.

Learners demonstrate how to apply learning to common workplace or HE scenarios. Tasks provide evidence of a consistent standard of assessment for all BTEC learners.

On-screen exam (externally assessed)

Set and marked by: Pearson

On-screen exam including a mix of short and long answer questions and completed in supervised exam conditions.

Learners will have access to unseen media products and will be able to engage with material independently using the on-screen platform.

Grading

A learner's final qualification grade reflects their achievements across units in their BTEC Nationals course.

Both internally and externally assessed units are individually graded, and each final unit grade is allocated points.

- ☉ Internally assessed units are marked and graded in the Centre (school, college or training provider) and subject to external verification by Pearson.
- ☉ Externally assessed units are marked and graded by Pearson.

Units are graded Pass, Merit or Distinction with points between grades also recognised for external units. Total points scored across all units are used to calculate the final qualification grade.

	GLH	Type (Int/Ext)	Grade	Unit points
Unit 1	90	Int	Distinction	24
Unit 2	90	Ext	Merit	22
Totals	180		D	46

Achievement of a Certificate with a D grade example

Find out more

For full details see Section 9 of your specification

Download your specification at
quals.pearson.com/BTECNatsCDM16Guide



We've also developed a range of new BTEC creative sector qualifications for Level 1 and Level 2 learners.



For Level 1 post-16 Learners

BTEC Level 1 Introductory qualifications

Graded, unit-based qualifications designed to develop transferable and sector skills so your **post-16 learners** can progress to further study, apprenticeships or training. BTEC Level 1 Introductory qualifications for creative sectors include:

- Art and Design
- Digital Media
- Performing Arts
- Vocational Studies

Find out more
Download your specifications at:
quals.pearson.com/BTECL1IntroGuide

The skills to succeed – the confidence to progress



For Level 2 post-16 learners

BTEC Level 2 Technicals

Designed to give **post-16 learners** real hands-on practical experience to master the skills they will need to succeed in their career or higher level study. Qualifications for creative sectors include:

- Design Production
- Digital Media
- Digital Audio/Visual Production
- Digital Games Production


Find out more
Download your specifications and view all our BTEC Level 2 Technicals at:
quals.pearson.com/BTECL2Technicalsguide

Your next Steps

1. Download your specifications and sample assessment materials and browse our FREE resources at:
quals.pearson.com/BTECNatsCDM16Guide
2. Browse our published resources at
www.pearsonfe.co.uk/BTECNats16and17guide

Stay in touch

Sign up for updates at quals.pearson.com/BTECNats16UpdateGuide and we'll keep you up-to-date with the latest news.

-  Follow us on Twitter
@teachBTEC
#ichooseBTEC

Help and advice

For help and advice about teaching your new qualifications contact our Subject Advisor for creative sectors:

Susan Young

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