## Pearson BTEC

# Digital options for your KS4 learners

**We have two different options available for learners interested in a practical digital qualification - Digital Information Technology or Creative Media Production.**

| BTEC Tech Award in Digital Information Technology | BTEC Tech Award in Creative Media Production |
|---|---|
| • Students will learn a strong mix of creative design and technical knowledge. | • Learners can choose from three pathways - audio/moving image, publishing, and interactive media. |
| • Ideal for learners who want to progress to a digital Apprenticeship or BTEC Level 3 Nationals. | • Each pathway can be offered to learners based on their interests. |
| • A new digital qualification that gives students a real insight into the modern fundamentals of IT. | • Works for centres who are resourced to deliver one or all three pathways. |
| • The external assessment is structured to be relevant to IT. | • The external assessment is open to learner interpretation - great for keeping them engaged. |

### What kind of learners would you recommend this qualification for?

| | |
|---|---|
| • Ideal for learners who want a career in IT and want to get a broad taste of digital skills. | • Great for hands-on learners who want to get straight in and 'make'. |
| • A stepping stone to careers like IT Project Management, Technical Support and Cyber Security. | • Beneficial for learners with a creative instinct who may be interested in Art or D&T and are looking for a course which combines skills from each in a client and customer-driven creative sector. |

## What will learners enjoy about this qualification?

- The creativity of the User Interface design element and the opportunity to work towards a realistic work scenario.

- Cloud storage and cyber security aspects can be related to social media like Instagram and Facebook to make the content interesting and relatable to students.

- The opportunity to develop knowledge and skills through 'doing'. Students can bring their own interests and ideas into the work they do.

- CMP allows them to learn broadly about different audiences and types of media including games, websites, apps, magazines, film and television.

## What do teachers like about the content and teaching?

- Class field trips to analyse User Interface designs used by high street stores.

- Discussing how companies like Instagram and Facebook store data and manage privacy.

- Teachers can teach the technical skills practically in response to vocational client briefs.

- Less teaching of theory and much more time dedicated to demonstrations and class experimentation with software and production techniques.

## What kind of students would benefit from taking both qualifications?

- Taking DIT and Creative Media Production together would suit students looking for a career in app design, web design, video game design, digital advertising, and more.

- The technical skills gained in DIT gives an edge to students going into creative careers while Creative Media Production helps those in highly technical roles use their creative thinking skills to innovate in their work.

- Knowledge of analytics, performance, and technical elements will help students improve their creative output.

- The combined qualifications offer useful skills for freelancers or those with roles in SMEs.

Find out more about the BTEC Tech Award in Digital Information Technology
**quals.pearson.com/compareDIT**

Find out more about the BTEC Tech Award in Creative Media Production
**quals.pearson.com/compareCMP**