

CREATIVE DIGITAL MEDIA

BTEC Level 3 National
Foundation Diploma

Course Description

If you see yourself working in film, television, music, publishing or advertising then our course offers you a wealth of practical and theoretical knowledge needed to get ahead. The BTEC Creative Digital Media Production qualification is a fun and exciting practical course that is the equivalent of 1.5 A-LEVELS.

You can get your first step towards a career in the creative industries by studying BTEC Creative Digital Media Production. Media is a challenging and creative industry and it requires people with imagination and enthusiasm. During the course you will produce a varied portfolio of media work that includes a media campaign, a short advert, digital poster and a short film. Assessment includes a range of assessment types. There are three main forms of assessment: external, internal and synoptic. Assessment methods are varied to give you the best opportunity to succeed.

Entry Requirements

GCSE Average: 3.6 GCSE grade 4 in English.

Merit in L2 BTEC if taken.



Progression

The qualification has been designed in consultation with Higher Education to allow learners to progress onto further study. Learners who have completed this qualification in a year may progress to further study at level 3, for example a second Foundation Diploma in a complementary sector, or to the BTEC National Extended Diploma in Creative Digital Media Production. 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

However, it also supports learners who choose to progress directly to employment and it will develop knowledge and understanding that will give them an advantage if they apply for a range of assistant roles, primarily alongside an apprenticeship in areas such as media production



Course Details

There are four mandatory units, two internal and two external. Learners must complete and achieve at pass grade or above for all these units. Learners must also complete at least two optional units.

Pearson BTEC Level 3 National Foundation Diploma in Creative Digital Media				
Unit number	Unit title	GLH	Type	How assessed
Mandatory units – learners complete and achieve all units				
1	Media Representations	90	Mandatory and Synoptic	External
4	Pre-Production Portfolio	90	Mandatory	Internal
6	Media Campaigns	90	Mandatory	Internal
8	Responding to a Commission	120	Mandatory	External
Optional units – learners complete 2 units				
9	App Production	60	Optional	Internal
10	Film Production – Fiction	60	Optional	Internal
11	Radio Production – Fiction	60	Optional	Internal
12	Website Production	60	Optional	Internal
13	Digital Games Production	60	Optional	Internal
14	Digital Magazine Production	60	Optional	Internal
15	Advertising Production	60	Optional	Internal
16	Factual Programming	60	Optional	Internal
17	News Production	60	Optional	Internal



"When I picked this course I was anxious to see what it entailed as the course has started it is has been challenging but also very exciting. The course is lots of fun and I have gained a great deal of creative skills and starting to equip my knowledge with the theory for the external exam. The course has inspired me to pursue a career in the media after sixth form"



Further Information

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Examination board: Edexcel
www.qualifications.pearsons.com