

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: Media Production, Live Television Production, Interactive Media Development, 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

	<p>Unit 1 Media Representations</p> <p>Exam Unit</p>	<ul style="list-style-type: none"> In this unit, you will study a range of media from different sectors. Such as music videos, short film extracts, animation, news programmes, websites, digital games and print adverts in order to explore how meaning, messages and values are constructed through formal and stylistic elements.
	<p>Unit 4 Pre Production Requirements</p> <p>Coursework</p>	<ul style="list-style-type: none"> This unit will enable you to develop your understanding of the essential pre-production work that takes place as part of a creative media production. You will create a portfolio and manage the pre-production for your own creative media production
	<p>Unit 6 Media Campaigns</p> <p>Coursework</p>	<ul style="list-style-type: none"> Understand the purpose and features of media campaigns Develop a cross-platform media campaign Produce a cross-platform media campaign Review a cross-platform media campaign
	<p>Unit 8 Responding to a Commission</p> <p>Exam Unit</p>	<ul style="list-style-type: none"> The unit sets a task and invites you to plan a response for a promotional video The work you have to do has to be completed in six hours of exam condition controlled assessment
	<p>Unit 10 Film Fiction</p> <p>Coursework</p>	<ul style="list-style-type: none"> Understand codes and conventions of fictional film production Produce material for a fictional film of a specified genre Apply post-production techniques to a fictional film utilising codes and conventions of a specified genre
	<p>Unit 14 Digital Magazine</p> <p>Coursework</p>	<ul style="list-style-type: none"> Understand the considerations, codes and conventions of a specific genre of magazine for print and digital platforms. Develop materials for magazine production Produce magazine layouts in the codes and conventions of a genre.

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.



"I am so happy I have picked Level 3 BTEC Creative Media Production, I have been able to create my own media campaign, direct and film my own opening to a thriller and also learnt about the media industry and how the industry affects how media products are made. There have been great opportunities to work in the media industry too! I look forward to continuing this course at uni-



Further Information

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Examination board: Edexcel
www.qualifications.pearsons.com