

Creative Digital Media

BTEC Level 3 Extended Certificate

The Course

Students will complete research based on the Media Industry. They will be given the opportunity to improve their practical print media and screen media skills, along with gaining an insight into several areas, including Marketing, Public Relations, Editing and Photography.

Assessment

Unit 1 is assessed by means of an onscreen exam, which will draw on learners' understanding of media products and their messages, meanings and values. You must critically analyse, deconstruct and compare media representations in the same, or different, media extracts.

Unit 8 is an externally assessed task which involves responding to a commission brief.

You will also complete two coursework units, both are internally assessed: Pre –Production Portfolio and Digital Magazine Production.

Entry Requirements

Pathway 3 entry requirements.

Careers & Higher Education

Anyone who is interested in a career in the practical Media industries such as editing, film/TV production or games design would find this course beneficial.

Employers are increasingly looking for individuals with sophisticated practical skills in media and technology.



"Who could have guessed at the dawn of the 21st century, the seminal technology upon which 5000 years of modern science had resulted was the click?"

Ken Goldstein

