

DIGITAL MEDIA TRIPLE OR SINGLE AWARD

Course Length: Studied over two years **Examination Board:** Pearson

Course Leader: Mr J Illsley (illsleyj@queenelizabeths.derbyshire.sch.uk)

Pearson BTEC Level 3 National Extended Diploma (1080 Guided Learning Hours - Equivalent of 3 A-Levels)

Pearson BTEC Level 3 National Extended Certificate (360 Guided Learning Hours - Equivalent of 1 A-Level)

Course Content

It has never been a more important and relevant time for the study of media. With a backdrop of concerns about the plethora of fake news in the world around us and worries about the resilience of our young people, the subject explores a range of issues that will enable those studying it to thrive in modern society. The UK Government has reported that the creative industries are worth over £8 million an hour to the UK economy. Across a diverse range of industries, the UK holds the talent and resources that produce some of the most innovative and imaginative media in the world. These industries are some of the fastest growing in the UK and are one of the areas in which the UK leads the rest of the world.

The Pearson BTEC Level 3 National Extended Diploma in Creative Digital Media Production is a triple award and equivalent to three A Levels. This course provides learners with the opportunity to explore an in-depth vocational approach to their study; helping to prepare students for university and a career in a wide range of industries. We also offer the opportunity to study the National Extended Certificate, which is equivalent to one A Level.

Students will study 13 units over two years including seven mandatory units (1 optional and 3 mandatory in the Extended Certificate) with a mixture of internal and external assessment. Over the units of mandatory content, students develop the underpinning knowledge and skills needed for the media sector.

They will investigate the media industry, looking at the influences of technology and audiences, and how media is affected by them. They develop research skills through their investigations, and understand the differences between primary and secondary research techniques, and quantitative and qualitative responses. Students learn how to analyse and deconstruct media representations, and develop the communication and planning skills that allow ideas to be produced.

Students take optional units in sectors such as television, film, radio, advertising and interactive media. This enables them to acquire knowledge of various media and media genres, which extends their understanding of the media and will support them in the creation of a very individual and diverse portfolio of work.

There will be opportunities for learners to work alongside industry experts to develop responses to live, real-world briefs, creating solutions for real clients and ensure they are exposed to and work to established industry practices.

Assessment

	Title	GLH**	Assessment
Mandatory Units	Media Representations*	90	External
	Working in the Creative Media Industry	90	Internally Assessed and Externally Moderated
	Digital Media Skills	120	External
	Pre-Production Portfolio*	90	Internally Assessed and Externally Moderated
	Subject Specialist Investigation	120	External
	Media Campaigns	90	Internally Assessed and Externally Moderated
	Responding to a Commission*	120	External
Optional Units	A range of units covering areas including film, radio, website production, digital games, digital graphics, photography & animation.	60	Internally Assessed and Externally Moderated

* **Mandatory Units in the National Extended Certificate**

** **Guided Learning Hours**