



National Extended Certificate in Creative Digital Media Production

What does the course involve?

This exciting new qualification is designed for post-16 learners who want to study the media and pursue a degree course in Higher Education, probably in a media related discipline. It is an opportunity for learners to understand more about the scope of creative digital media production and develop knowledge about the creative media industries. Learners follow a broad programme of study, learning digital production skills in a variety of different media including Film, Television and Radio or Interactive Publishing and Media or Digital Games.

The qualification has been designed as a full two-year programme when studied alongside further level 3 qualifications such as A Levels. Equivalent in size to an A Level, the course has 4 Units, 3 of which are mandatory and 1 of which is optional. Mandatory content is 83% of the total grade with the optional assessment providing the final 17%. There are two pieces of coursework material which is internally assessed and moderated and two exam based Units, one a 2 hour computer based exam and the other a coursework style exam with a built in preparation period prior to a controlled assessment under exam conditions. The externally assessed components are worth 58% of the total qualification.

The qualification is intended as an Applied General qualification for post-16 learners who wish to develop the knowledge and skills for further progression in creative media education or into an apprenticeship, or possibly entry level employment in the sector. You will need a minimum of a 5 in English or a Level 2 Qualification in Media to access this course, as well as meeting the requirements for entry into St John's 6th Form.

Learners study the digital processes, techniques and skills needed to progress within this dynamic sector. The qualification offers learners a broad programme of study so that they understand the communication and planning skills needed for further study of the creative media sector. Learners work in teams and individually to develop media projects in film, as well as leaning about broader media representations and areas. There are three units of mandatory content where learners study how to:

- analyse media to better understand audiences and clients,
- communicate and present their ideas,
- plan and prepare media projects,
- develop the skills to work effectively in teams.

The optional production unit introduce learners to the Fictional Film sectors and enables them to make an informed choice when looking to progress to the next stage of learning.

What could this qualification lead to?

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.

The qualification is intended to carry UCAS points and is recognised by Higher Education providers as meeting or contributing to admission requirements to many relevant business courses. 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; or HND Creative Media Production.

When combined with other qualifications within a two year study programme, such as AS/A levels or another BTEC National Foundation Diploma, learners can progress into higher education on full degree single or combined courses for example:

- BA (Hons) in Fashion Journalism (taken with eg BTEC Foundation Diploma in Art and Design)
- BSc (Hons) in Computer Science (taken with eg BTEC Foundation Diploma in Computing)
- FdA Business and Media Production (taken with an A level in Business)

Learners should always check the entry requirements for degree programmes at specific HE providers.

The majority of job opportunities in this sector are at graduate level and the qualification is primarily designed to support progression to employment after further study at university. 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.

What are the entry requirements?

At a minimum, a 5 in English is requirement to study this qualification.

What could I do after completing the course?

In the BTEC National units there are opportunities during the teaching and learning phase to give learners practice in developing employability skills. Where employability skills are referred to in this specification, we are generally referring to skills in the following three main categories:

- cognitive and problem-solving skills: use critical thinking, approach non-routine problems applying expert and creative solutions, use systems and technology
- intrapersonal skills: communicating, working collaboratively, negotiating and influencing, self- presentation
- interpersonal skills: self-management, adaptability and resilience, self-monitoring and development.

There are also specific requirements in some units for assessment of these skills where relevant. For example, where learners are required to undertake real or simulated activities.

All BTEC Nationals provide transferable knowledge and skills that prepare learners for progression to university. The transferable skills that universities value include:

- the ability to learn independently
- the ability to research actively and methodically
- to be able to give presentations and be active group members.

BTEC learners can also benefit from opportunities for deep learning where they are able to make connections among units and select areas of interest for detailed study. BTEC Nationals provide a vocational context in which learners can develop the knowledge and skills required for particular degree courses, including: reading varied texts; audio-visual literacy ; effective writing; research and analytical skills; preparation for assessment methods used in degrees.

FOR FURTHER INFORMATION, PLEASE CONTACT MRS N OLDROYD