

CREATIVE DIGITAL MEDIA PRODUCTION



ROYAL
HOSPITAL
SCHOOL

PEARSON BTEC LEVEL 3 NATIONAL EXTENDED CERTIFICATE IN CREATIVE DIGITAL MEDIA PRODUCTION

WHY CREATIVE DIGITAL MEDIA PRODUCTION?

DO YOU WANT TO MAKE YOUR CREATIVITY YOUR CAREER?

The wider creative economy employs three million people in the UK with experts predicting that the creative industries will create at least another million jobs by 2030.

Our BTEC Creative Digital Media Production course is structured to cater for the individual aspirations of our pupils, allowing them to choose the focus of their studies. Whether pupils are interested in Project Management or PR Strategy, Copywriting or Art Direction, they will learn the fundamentals of the contemporary digital marketplace. From considering the theories that make campaigns effective, to learning the processes that make projects deliverable, our BTEC pupils develop the skills necessary to pursue their chosen career.

WHY BTEC?

All BTEC courses develop the practical skills required to be successful in the workplace.

In the highly competitive communication industry, publishing houses, production studios, PR firms, marketing companies, and advertising agencies all want to see evidence of what prospective employees can offer – this is often a barrier to young people starting a career: how can somebody demonstrate their work before starting their first job? The coursework component of BTEC Creative Digital Media Production addresses this challenge: by developing a media product, from conception through to delivery, pupils who complete this course leave RHS with a portfolio showcasing what they can do as well as a qualification proving what they've learnt!

There's been a 300% rise in students being admitted to university with a BTEC/A Level combination over the past decade, 74% of employers now say they prefer their applicants to have a mix of vocational and academic qualifications, and recent figures show that 90% of BTEC students are likely to be employed after graduating.

BTEC NATIONAL EXTENDED CERTIFICATES:

- Equivalent to one A Level and can be taken alongside A Level courses or other BTECs
- Qualifications that provide specialist, work-related learning in a range of sectors
- Equip you with the specialist knowledge, practical skills and understanding needed to progress along your chosen learning and career paths
- Career-based qualifications designed to give you the skills you need to move on to higher education or go straight into employment
- More employers and higher education institutions than ever before are choosing BTEC-qualified candidates for their academic and practical knowledge and skills

WHAT WILL YOU STUDY?

The Pearson BTEC Level 3 National Extended Certificate in Creative Digital Media Production involves pupils completing four units across the two-year course. Three of these are compulsory, with the final unit being selected from a range of options.

COMPULSORY UNITS

UNIT 1: MEDIA REPRESENTATIONS

Externally Assessed
Pupils will consider how different media representations are constructed by media producers to create meaning, messages and values.



UNIT 4: PRE-PRODUCTION PORTFOLIO

Internally Assessed
Pupils study the requirements of planning and delivering a digital media product, carrying out essential pre-production tasks and creating a pre-production portfolio.



UNIT 8: RESPONDING TO A COMMISSION

Externally Assessed
This unit considers the commissioning process and how media producers respond to clients by generating ideas using a range of skills.



OPTIONAL UNIT

Internally Assessed

For this unit, pupils are expected to create their own media product.

Pupils must then choose one option from those that are made available to them:

UNIT 10: FILM PRODUCTION - FICTION



UNIT 12: WEBSITE PRODUCTION



UNIT 14: DIGITAL MAGAZINE PRODUCTION



CO-CURRICULAR OPPORTUNITIES

The Creative Media department has launched an in-house production company, allowing pupils to hone their creative digital skills by producing media products for the RHS community. Furthermore, by developing pitches for briefs and developing real media products, RHS pupils will have an invaluable opportunity to further develop their nascent portfolios.

WHAT ELSE SHOULD I STUDY?

Creative Digital Media Production is an option that could be paired with a whole range of other subjects on offer at RHS:

- Combining with Business Studies or Economics supports careers in production, project management, marketing, or sales
- Combining with Music Technology supports a move into sound engineering or audio production
- Combining with English Language, English Literature, Modern Foreign Languages, Sociology or Psychology would be beneficial to both copywriting and creative strategy
- Combining with Product Design might be what a pupil needs to establish the next Dyson or Tesla!

CAREER OPPORTUNITIES

As detailed above, the Creative Digital Media Production course is a great option for those looking to move into the media industry. Moreover, by tailoring the course to meet individual pupil needs means we provide a great platform for pupils interested in working in a range of media, from print to film. However, the course also develops key skills for pupils interested in starting their own businesses and, more than that, it places emphasis on developing soft skills such as independence, communication and teamwork, which all employers will be pleased to see on a job application.

The world is increasingly digital, and having Creative Digital Media Production on your CV is a great way to futureproof your career.

“THE MEDIA'S THE MOST POWERFUL ENTITY ON EARTH. THEY HAVE THE POWER TO MAKE THE INNOCENT GUILTY AND TO MAKE THE GUILTY INNOCENT, AND THAT'S POWER. BECAUSE THEY CONTROL THE MINDS OF THE MASSES.”

- Malcolm X

If you would like to discuss the BTEC specification, please contact
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