



**BTEC National  
Extended Certificate  
Creative Digital Media  
Production**

### **Awarding Body**

Pearson

### **Who is the course for?**

This course will provide a coherent introduction to the study of creative digital media production as part of a programme of study that includes other courses, e.g. BTEC Nationals or A levels.

### **What can it lead to?**

Higher education, an Apprenticeship or training and ultimately employment in the creative industries sector.

### **What are the entry requirements?**

At least 5 grade 4 GCSE passes including at least a 4 in GCSE Maths and/or English Language.

### **What will I Study?**

You will gain a broad understanding of the subject and learn the skills to produce media artefacts. You will develop your ability to analyse and deconstruct media images and representations. You will learn the communication and planning skills needed to work in teams through vocational media projects.

The units you will study are:

Unit 1:	Media Representations
Unit 4:	Pre-production Portfolio
Unit 8:	Responding to a Commission
Unit 10:	Film Production - Fiction

### **How will I be taught?**

You will develop an understanding of the media industry through analysing media representations and pitching and producing media projects.

You will develop employability skills in three main categories:

- cognitive and problem-solving skills: 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.

You will develop transferable skills that universities value which include the ability to:

- learn independently;
- research actively and methodically;
- deliver presentations and be active group members.

### **How will I be assessed?**

External assessment: 58%

Internal assessment (coursework): 42% (Units 4 & 10)

The styles of external assessment used for this subject are:

- Set Tasks – you will take the assessment during a specified time period and demonstrate your understanding through completion of a vocational (practical) task. (Unit 8)
- Synoptic – onscreen exam (Unit 1)

### **What equipment or materials will I need?**

Access to the internet is vital.