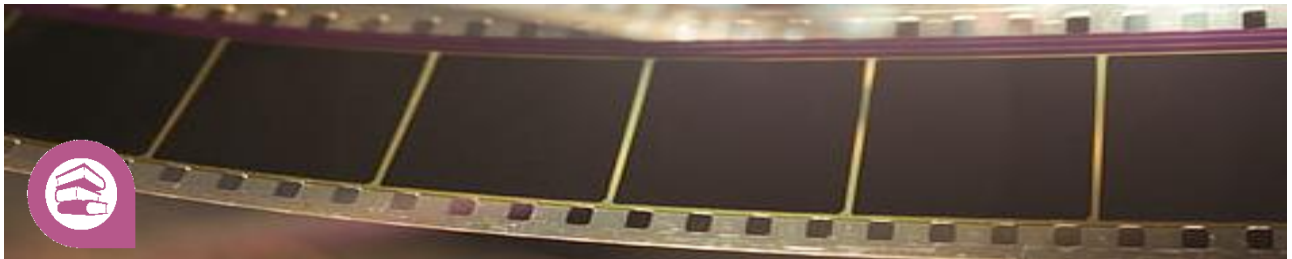


BTEC LEVEL 2:

Creative Digital Media



Examination Board: Pearson
Subject Leader(s): Mrs H Wood



Course Structure

Unit	Topic/ Unit Title	Assessment	Weighting
1	Exploring Media Products	Internal Assessment	30%
2	Developing Digital Media Production Skills	Internal assessment	30%
3	Create a Media Product in Response to a Brief	External Synoptic Assessment	40%

What does the course involve?

In choosing to follow a BTEC course in Digital Media production you are electing to delve into the world of media, considering its power and influence on the world we live in.

You will learn all about the different media industries, including radio, advertising, film and gaming. By the end of the course you will be able to discuss how different industries work and how they target their audiences and utilise digital technologies to enhance their success. You will also understand the finer details of media products, including financing and regulation.

As well as learning about how existing media industries tick, you will spend a lot of time developing and applying your own creative and technical skills. The course requires you to plan and pitch your own ideas for products as well as then going on to create them using our many amazing resources!

Further Study/Employment Prospects

Popular careers among media students include:

- Journalism
- Media and the Creative Arts
- Film/ TV production
- Publishing
- Marketing
- Researcher (TV and film)
- Online content creator
- Teaching/ lecturing

Skills you will develop

- The ability to analyse and explore meanings and context
- The coherent organisation of ideas
- Teamwork and presentation skills
- Research skills (conducting and collating)
- Creative and technical skills