

BTEC Level Two Diploma: Creative Digital Media Production

What will I learn on this course?

The Creative Media sector encompasses a wide range of digital media industries including TV and Radio Production, Animation, Photography, Print, Computer Games Development, and Interactive Media. If you are interested in the Digital Arts, then this course could be your first step into an exciting and fast-moving creative career.

You will study a wide range of subjects, which focus on developing core practical skills and abilities in a number of Creative Media areas. In addition you will learn about the Creative Media industries, and develop the communication and inter-personal skills valued by employers. On successful completion of the course, students could progress on to a Level 3 BTEC Extended Diploma in Creative Media Production (which is equivalent to 3 A-levels) or further training in a related area. A place on the Level 2 Diploma is subject to a successful interview and you will also be expected to provide a satisfactory reference.

How will I study?

Lessons will take the form of practical demonstrations, workshops and lectures and will involve both individual and group work. The emphasis will be on developing skills and then applying these to larger projects, where you will have the flexibility to devise your own outcomes and push your creativity. Your learning is expected to continue outside of the classroom, through independent study, research and practice. You will be taught by industry experienced staff and use industry standard equipment.

How is this course structured?

The course comprises thirteen units over two years, which have been chosen to give you a solid introduction to the world of Creative Media Production. These units will include Deconstructing Media Products, Digital Media Sectors and Audiences, Planning and Pitching and Media Industry in Context. Subject-specific units include Digital Moving Image, Digital Audio Production, Digital Games Production, Website Production, Digital Publishing and Digital Art.

How will I be assessed?

The majority of the course is structured around continual assessment and students will be expected to demonstrate a high level of work throughout the duration of the course. Various methods of assessment will be used, including:



- Assignment briefs with set deadlines
- Observational assessment of practical activities
- Evaluations and student logs
- Production diaries and student blogs

After submission of work for assessment, you will be awarded a grade and given feedback to explain the reasons for your mark.

Two units will be assessed through paper-based exams – Media Industry in Context and Digital Media Sectors and Audiences. Students will sit one paper each summer, and the exams will include multiple choice questions, short answer questions and extended writing questions for stretch and challenge.