

# BTEC Extended Certificate in Creative Media Level 3



## Qualification Aims and Objectives

The qualification provides a coherent introduction to the study of creative digital media production at this level.

Learners develop an understanding of the media industry through analysing media representations and pitching and producing media projects. It is designed for post-16 learners who aim to progress to higher education and ultimately to employment, possibly in the media industries, as part of a programme of study alongside other Level 3 qualifications.

## Course Outline

Year 12:

- Unit 1: Media Representations. External Exam marked by Pearson.
- Unit 4: Pre-Production Portfolio. Internally set and internally marked.

Year 13:

- Unit 8: Responding to a commission. Externally set project marked by Pearson.
- Unit 10: Film Production - Fiction. Internally set and internally marked.

### What could this qualification lead to?

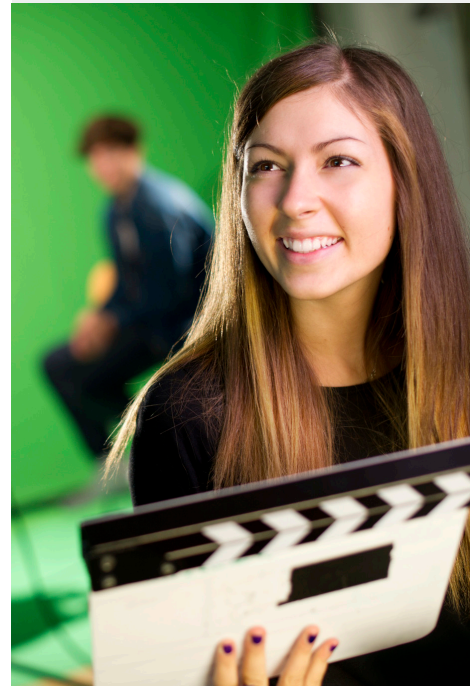
The qualification is intended to carry UCAS points and is recognised by Higher Education providers as contributing to meeting admission requirements for many courses if taken alongside other qualifications as part of a two year programme of learning, and it combines well with a large number of subjects. It will support entry to HE courses in a very wide range of disciplines, depending on the subjects taken alongside. However, for learners wishing to study an aspect of Creative Media in HE, opportunities include:

- BEng (Hons) Communication Engineering (when taken alongside a BTEC Engineering course).
- BA (Hons) Marketing and Communication (when taken alongside courses in Business and English Language).

### How does the qualification provide employability skills?

In the BTEC National units there are opportunities during the teaching and learning phase to give learners practice in developing employability skills. These include:

- 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.



## Entry Requirements

Minimum of 5 9-4 grades in GCSE examinations including English and Maths.

## Future courses & possible careers

- Film & Media
- Sales & Marketing
- Media-related courses at Further Education

Contact: [tim.reffold@wilmingtonacademy.org.uk](mailto:tim.reffold@wilmingtonacademy.org.uk)  
ICT Faculty