

# BTEC Creative Digital Media Production

Below you will find some information regarding the BTEC Creative Digital Media Production course. Please note that there are some entry requirements for this course. Please speak to us if you have any queries or questions.

## What is covered?

There are two mandatory units and 3 optional units to make up the extended certificate, which is equivalent to one A-level.

Compulsory Units:

- Digital magazine production.
- Digital media skills.

Optional Units:

- Website production.
- Image manipulation techniques.
- Page layout design for digital media.

## What does the course involve?

Assessment:

- **Unit 14:** Learners will select and prepare content and create layouts for a specific genre of magazine. Internally assessed.
- **Unit 3:** Practical assignment task to construct a media product to a specified brief set and marked by Pearson exam board.
- **Unit 12:** Produce a website for a specific purpose and audience.
- **Unit 28:** Develop skills in image manipulation for a specific purpose.
- **Unit 30:** Produce page layout designs for digital and printed media products.

This course provides a technical introduction to digital content production including digital magazine production, image manipulation techniques and coding for web-based media. Supports progression to: Apprenticeship or employment in roles such as junior content producer, web coordinator and digital assistant or higher education.

**Find out more** We encourage you to contact us with any questions, or alternatively why not follow the link to access Padlet, our bespoke training resource. [The Padlet](#)

## Quick course facts

You should have a minimum of five GCSEs graded at level 4 or above, including English and Mathematics.

You will learn about codes and conventions for magazine production and how to apply it to a specific audience.

You will be taught skills in Photoshop to manipulate images for advertising purposes.

Looking at the art of combining elements on a page to communicate with your audience.

