

# Media Studies

Edexcel 601/7469/9

BTEC L3

## BTEC National Extended Diploma in Creative Digital Media

### Aim

Over seven units of mandatory content learners develop the underpinning knowledge and skills needed for the media sector. Learners investigate the media industry, looking at the influences of technology and audiences and how media is affected by these factors. They develop research skills through their investigations and understand the differences between primary and secondary research techniques and quantitative and qualitative responses. Learners study how to analyse and deconstruct media representations and develop the communication and planning skills that allow ideas to be produced. Learners refine their presentation skills through pitching media projects and their communication skills are developed by working in teams to complete various media projects. Learners choose optional units in sectors such as, television, film, digital games and interactive media. This enables them to acquire knowledge of various media and media genres which extends their understanding of various sections of the media.

### Why

The qualification is designed for post-16 learners who want to study media related Degree courses in Higher Education or Media related apprenticeships and jobs. Learners gain knowledge and understanding of creative digital media production and develop an understanding of how to work within the media industries. Learners can choose to follow a general programme of study, learning digital production skills in a variety of different media or they can choose to follow an endorsed route in Film, Television and Radio or Interactive Publishing and Media. On average jobs within the creative industries continue to grow at approximately 19% annually. This course will allow students to learn skills and develop a portfolio that will allow you to apply to under-graduate courses at university and apprenticeships within the industry.

### Assessment

- 4 units externally assessed by either exam or submission of controlled assessment
- 9 units are internally assessed by teachers

Teacher: Mr Young and Ms McNiven