



BTEC Digital Media



Examination Board:

CTEC

Assessment:

A combination of internally assessed units and exam assessed units.

Why Study Digital Media?

The digital creative media industry is one of the fastest growing sectors of the economy. It's also one of the coolest and most rewarding places to be. If you've ever felt the need to express yourself and you've a love for technology, this is the course for you. Digital Media involves learning to do everything required to make films, TV programmes, and advertising campaigns - whether you want to work in photography, video, sound, editing or gaming. You will need to be able to work independently as well as be part of a team and a passion for creativity is vitally important, as are organisational, research and analytical skills.

Your Future Pathways

You'll be set for an honours programme in a wide variety of disciplines including publishing, media, graphic design, advertising, PR, communications and more, Alternatively jump straight in to industry with an entry level role or apprenticeship.

What Will I Study?

What will I study?

This course is made up of multiple units. Two units will be selected to meet the needs of the specific cohort. The mandatory Units studied will include:

Media products and audiences:

Develop your understanding of how different media institutions operate in order to create products that will appeal to specific target audiences.

Pre-production and planning:

You will understand the preproduction process that the creative media industry follow when creating a product.

Create a Media product:

To plan and produce a media product