

BTEC Level 3 **DIGITAL MEDIA**: Digital Content Production



Areas of Study...Units

3: Digital Media Skills

Create a media product from a set brief, e.g. video, audio, website, e-magazine or digital game.

14: Digital Magazine Production

Review, produce & evaluate different digital magazine products/layouts from a set brief.

12: Website Production

Review and evaluate different websites. Produce a website for a specific purpose.

28: Image Manipulation

Techniques Examine approaches to image manipulation techniques. Create a digitally manipulated image for a specific purpose.

30: Page Layout Design for Digital Media

Understand & produce page layouts for digital and printed media products.

Why Study this?

- Skills based with **no exam**.
- **Industry standard software**: Microsoft & Adobe.
- Digital Media and computing jobs are here to stay & can be lucrative.
- Digital Media offers opportunities to be creative and innovative.
- Leads to **university** courses and careers in: Advertising, Marketing and Interactive Design & Development.
- Leads to **apprenticeships** and entry level **roles** as: junior content producer, junior designer, junior researcher, web co-ordinator, digital assistant and junior journalist.

Assessment

1x 20hr Controlled Assessment

4x Coursework

NO EXAM

EXAMINATION BOARD:
PEARSON

