



DRAYTON MANOR HIGH SCHOOL

VOCATIONAL COURSE 2020-2022

Level 3 National Extended Certificate in Creative Digital Media Production

Specification Edexcel

Entry Requirements

Grade 4 in Media GCSE or equivalent if studied

What do I need to know or be able to do before taking this course?

Students choosing this course should be passionate about the various areas within Media and Media production. They should understand what the role of media is within society and the impact that it can have.

A knowledge and understanding of the English language as well good analytical; skills is essential also.

What will I learn on this course?

Learners will:

- Develop an understanding of the media industry
- How to analyse various media representations
- How to pitch and produce your own media projects.
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How is the course structured?

Unit	Title	Weighting	Assessment Type
1	Unit 1: Media Representations	30%	Exam
2	Unit 4: Pre-production Portfolio	30%	Portfolio
3	Unit 8: Responding to a Commission	40%	Timed conditions
4	Unit 10: Film Production (Fiction)	Additional	Portfolio

What skills will I develop by doing this course?

This course is for students who enjoy working with various media and have a passion for cultural expression and social media. However, it is not just aimed at students who wish to pursue careers in Media. It is a wide ranging course that will develop numerous transferable skills such as:

- Communication skills – building confidence with public speaking and presentations
- Group/social/team building skills
- Imagination and creativity using various media mediums
- Various media skills from the planning and research stages through to the visual production

What kind of student is this course suitable for?

The course will appeal to students who have an interest in:

- Various media sectors such as, publishing, games, film or radio
- Human behaviour and different cultures
- Analysis and interpreting texts

- Design and the way things work within industry

What could I go on to do at the end of my course?

Students with **Level 3 National Extended Certificate in Creative Digital Media Production** have access to a wide range of possible career and higher education opportunities. These may include but are not limited to

- Journalism
- Film
- Communications
- Marketing