

# **BTEC Level 3 Digital Media**

## **Why study Digital Media at BTEC Level?**

Digital media is an exciting and constantly evolving field that is taking an increasingly important role in our everyday lives. This qualification provides a coherent introduction to the study of creative digital media production and a pathway into this field post-18.

You will develop an understanding of the media industry through analysing media representations and pitching and producing media projects. You will develop your skills of critical analysis and your understanding of audience/client needs.

## **What will I study?**

This is a flexible course designed to give you the skills to progress into digital production.

You can choose to follow a general programme of study, for example learning digital production skills in a variety of different media, or you can choose to follow an endorsed route in: film; television and radio; interactive publishing and Media or Digital Games.

## **Study trips, visits and events**

There will be opportunity to visit and meet with people in the digital media field and learn more about careers, progression routes and everyday working lives.

## **Subject entry requirements**

4 in Maths, plus 4 in either English Literature or Language