

BTEC Subsidiary Diploma in Creative Digital Media Production (60 credit Single Option)



About Brighton Digital Media Academy

Brighton Digital Media Academy is a unique collaboration between education and the digital media industry. Our goal is to deliver an education, which provides the skills in technology, creativity and innovative thinking that will support your launch into this exciting and diverse industry. You will be working on real live projects commissioned through our network of digital media industry partners, working alongside and supported by skilled industry experts. In partnership with Latest TV, our anchor partner, you will have access to a live TV studio located within the academy, and support the production of real life television content, which is broadcast across the region on Freeview and Virgin media.

Why study Creative Digital Media Production?

The BTEC Level 3 in Creative Digital Media Production is an exciting 2 year course which provides the knowledge and hands on experience for students who have a keen interest in working in the creative digital media industries.

This course would particularly suit you if you:

- Have a keen interest in the many aspects of the industry - for example, film & video, web design, digital marketing, games development and television.
- Want to know how to produce digital media to a professional standard and are keen to share your work with employers, and through online digital platforms and television broadcasting.
- Prefer to work on a modular basis and your strength is in producing creative and practical based work
- Demonstrate a strong personal interest and commitment to the subject area, as much of the production work will be undertaken with the support of mentors and industry partners
- Are considering a career in the Creative Media sector, as you will work on real 'live' projects commissioned through our industry partners and have the opportunity to network and develop contacts in the industry.

What skills will I gain from studying Creative Media Production?

You will build a portfolio of quality work, which will prove invaluable for university or employer interviews. Through your work you will be encouraged to demonstrate the following:

- Technical production skills
- Communication skills
- Leadership/group work skills
- Problem solving skills
- Innovation skills

The BTEC Level 3 Subsidiary Diploma in Creative Digital Media Production (60 credits) is equivalent to one A-level, and a recognised progression pathway onto apprenticeships, internships and higher education.

How will I be assessed?

100% coursework; you will be assessed through tutor observation, portfolio work, research assignments, individual and group projects.

Exam Board – EDEXCEL

What goes well with Creative Digital Media Production?

- IT
- Art
- Photography
- Music

Where can Creative Digital Media Production lead?

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What will I study?

You will be studying all aspects of the industry, from a wide range of units such as:

- Filming and Editing Techniques – experimenting with different camera set ups, alternative editing and post production techniques
- Creative Digital Media production
- Games development – learn the art of creating and designing new computer games
- Animation – create simple animated sequences
- Working in the Creative Digital Media sector - how the industry is structured, creating a professional show-reel, finding work as a media practitioner
- Working to a brief in the media industry
- Advertisement production for television
- Factual programme techniques
- Corporate & promotional production

There will be an optional choice of units in the second year which will allow for personal interests and ability, and allow for a more focussed and directed skills development.



Entry Criteria

GCSE grade C in English Language, and preferably a C or above in Art or Media. Information, advice and guidance will be offered on an individual basis.

Additionally, you should be able to demonstrate a strong interest in digital media at interview, through a previous course, personal projects or portfolio work.



Two Campus Options

As part of Brighton Aldridge Community Academy and Portslade Aldridge Community Academy, BDMA benefits from the proven track record, expertise and academic success both schools offer. As well as state of the art multi million pound buildings in which to inspire you on your unique educational journey.

You can apply to BDMA through either of these two schools.

For further information please contact bdma@baca-uk.org.uk or visit www.bdma.info.

bDMA

BRIGHTON DIGITAL MEDIA ACADEMY

We are proud to be working in partnership with a diverse range of successful, innovative organisations that represent our vibrant city.

