

COWLEY

SIXTH FORM COLLEGE

BTEC LEVEL 3

DIGITAL DESIGN AND CONTENT CREATION

Overview

BTEC Level 3 Digital Design and Content Creation has been developed to provide learners with an understanding of skills required to produce media artefacts. Students will develop core skills of how to analyse and deconstruct media images and representations. They will learn the communication and planning skills needed to work in teams and independently.

Students will develop their knowledge of digital processes and software through practical projects which would give them an advantage if applying for entry level roles in marketing such as a marketing assistant, media sales as well as working as publishing assistants, updating websites and hosting content.

The areas covered in this course include: Digital Media Skills, Magazine Production, Image Manipulation Techniques, Page Layout Design and Website Development.

What to expect in lessons

Lessons are all based in one of our computer suites. The lessons will be a mixture of teacher led activities and independent learning, always with a practical element.

This qualification provides an opportunity for students to progress to higher education on an Honours Degree, Foundation Degree or BTEC Higher National course in a wide range of Creative Media based subjects. It also enables students to develop knowledge and skills needed for employment roles related to Creative Media.

Support

A wide range of resources will be available to help you complete your coursework and theory work to the best possible standard. This includes files that can be accessed via our network, detailed teacher presentations, text books and online resources.

Progression

Jobs in the digital creative industry have become much more available in the North West due to the opening of Media City and a number of companies who are based in Liverpool and Manchester.

Many students will continue their studies of Creative Digital Media Production at a variety of universities and colleges around the country. These include Digital Media and Communications and Digital Media.