



BTEC National Extended Certificate Creative Digital Media Production

- **Exam board:** Pearson Edexcel
- **Coursework or exam?** 58% exam (2 Units)/ 42% Coursework (2 Units)

What will I learn about? Learners gain a broad understanding of the Media Production and learn the skills to produce media artefacts. They develop their ability to analyse and deconstruct media images and representations. They learn the communication and planning skills needed to work in teams and develop a knowledge of digital processes and software through practical media projects.

- **Great for:** Students with an interest in journalism, film-making, advertising, marketing, photography, social media and art with aspirations to work in the media.