

# ***Creative Digital Media Production***

## ***About the course***

This exciting course will allow you to develop a range of theory and production skills for the UK's dynamically changing media industry. From understanding the ways audience view a product, to the writing and creation of digital media products.

This course offers you the chance to develop your creative, analytical and production skills within the creative media sector. The Level 2 course takes your ideas from the planning stage, through the production stage into the creation of your own media.

### **The course is made up of :**

#### **[Unit 1: Digital Media Sectors and Audiences \(External Exam Unit\)](#)**

Learners will explore the digital media industry and all five key sectors that fall under it (Digital Moving Image, Digital Audio Production, Digital Publishing, Website Production and Digital Games Production). They will also explore the different types of audiences and how audiences can engage with each sector.

#### **[Unit 2: Planning and Pitching a Digital Media Product](#)**

Learners will use their verbal, written and visual communication skills to enable them to formulate, develop and pitch ideas of a product that they then plan to produce.

#### **[Unit 3: Digital Moving Image Production](#)**

Learners will investigate key features of digital moving image productions, including structures, generic conventions and audience address, in preparation for the making of a film or video.

#### **[Unit 5: Digital Publishing Production](#)**

Learners will gain the knowledge and skills required for the design and development of digital publishing products. They will also have an overview of how to source materials and then combine them. Learners will organise and manage the production of a digital publishing product.



***We don't have a choice on whether we DO digital media, the question is how WELL we do it.***

***Erik Qualman  
Pulitzer Prize nominated author on  
Digital Leadership***

## ***How it will be assessed***

Students will produce their evidence through a variety of mediums, including...

- Portfolio of work.
- Personal Blogs or Vlogs.
- Written Reports & Presentations.
- Project plans.
- External Assessment.

## ***What it prepares you for***

You could go on to further study, choosing Level 3 Digital Media or A Level Media Studies. The course lends itself to the practical processes relevant within the ever-growing media industry.

