Pearson BTEC Level 1 Introductory Award/Introductory Certificate/Introductory Diploma in Digital Media

Entry Requirements:

- An interest in creative digital media
- Basic literacy skills

Programme Outline:

The purpose of these qualifications is to develop the transferable skills, attributes and behaviours needed for learners to progress to further study and to employment. The qualifications are designed to be delivered in an applied way, bringing together appropriate content with practical and technical skills. As a Level 1 qualification the pass standard requires learners to complete routine, simple and directed tasks by applying their knowledge and skills. It is expected that learners' complete tasks fully under supervision, direction or with guidance. At merit and distinction levels, learners may be expected to complete tasks in greater detail or with greater confidence or independence. The curriculum combines core transferable skills with specific digital media topics, delivered through practical sessions and workshops. The course is **100% internally assessed** through practical activities and coursework; there are no formal exams. Learners build a portfolio of evidence, which can include completed media products, visual plans, storyboards, and evaluations.

Pearson BTEC Level 1 Introductory Award in Digital Media

Designed for learners wishing to gain an introduction to a chosen vocation area. The Award offers the opportunity for learners to study a sector unit and plan for their next steps by completing the mandatory unit: Developing a Personal Progression Plan.

Pearson BTEC Level 1 Introductory Certificate in Digital Media

Designed for learners who may be ready to progress quickly to further study, the Certificate offers a basic introduction to the digital media sector.

Pearson BTEC Level 1 Introductory Diploma in Digital Media

QUEEN ALEXANDRA COLLEGE BIRMINGHAM

Queen Alexandra College
STUDENT COURSES

Designed to be taken over one year, giving learners the opportunity to develop a range of skills in the digital media sector and supporting progression on to further study.

Mandatory units across the Pearson BTEC Level 1 Introductory suite:

- Being Organised
- Developing a Personal Progression Plan
- Working with Others Core
- Researching a Topic

Optional units include

- Creating a Storyboard
- Designing an Interactive Presentation
- Producing an Advert
- Layout Design for a Digital Product
- Creating an Animation
- Shooting a Short Film
- Making an Audio Recording

Progression:

Successful completion of this qualification helps learners progress to a **Level 2 BTEC qualification** in digital media or another vocational area, an Apprenticeship, or employment. The skills developed, such as communication and project management, are transferable to a wide range of further studies and careers.

