

## Statement of Purpose

### 500/7845/8 – Pearson BTEC Level 3 Certificate in Creative Media Production (QCF)

The UK's creative industries include television and film, publishing and advertising, radio and computer games development. The Department for Culture, Media & Sport estimate that the creative industries are worth £36 billion a year and employ 1.5 million people in the UK. The UK's creative industries have been identified as a strategic growth sector by the Government.

The Pearson BTEC Level 3 Certificate (180 GLH) in Creative Media Production (QCF) is part of a larger suite of Creative Media Production qualifications, in a range of sizes, which share the common purpose of helping people to become occupationally ready to take up employment in the creative industries at the appropriate level. This can follow either directly after achieving the qualification, or via the stepping stone of Higher Education (HE) in university or college. By studying a BTEC National, learners develop knowledge, understanding and skills required by the sector, including essential employability skills, and apply them in real work contexts. Learners can operate at a standard that can reasonably be expected of an 18 year old in full-time education.

**Within this suite, the Pearson BTEC Level 3 Certificate in Creative Media Production (QCF) is a vocational qualification, equivalent in size to an AS level.** It covers many aspects of the UK's Creative Industries and contains the following six endorsed pathways:

- TV and Film
- Radio
- Sound Recording
- Print Based Media
- Interactive Media
- Games Development.

The BTEC Level 3 Diploma in Creative Media Production (QCF) has been designed to be taken alongside one or more substantial qualifications within a 16–19 study programme, which could include other vocational or academic qualifications. The qualification provides learners with an element of sector specialism as part of their wider programme by developing a primary common core of knowledge in the sector through mandatory content. This common core covers the content, such as pre-production techniques and communication skills, that is regarded as most important by employers. It also offers some opportunity for learners to focus their study on the aspects that will be of greatest value to them through a limited choice of optional units. It is therefore particularly appropriate for those with an interest in progressing to a career in a creative industry-related field, who want to pursue this via a principally academic route and take it alongside other qualifications, such as business and languages if learners want to go into a media career, or physics and mathematics if learners want to progress in a technical sound and/or television production-related careers. It is also appropriate for those aged 16 who are ready to start an element of level 3 vocational study while completing aspects of their level 2 programme.

The qualification was designed in collaboration with industry, so has the specific support of the Sector Skills Council (SSC) for the sector, Creative Skillset. The Pearson BTEC Level 3 Certificate in Creative Media Production (QCF) supports entry to a variety of HE courses in this sector and beyond, when taken in conjunction with other qualifications. This is confirmed by the specific support of a range of universities. In addition, the qualification carries UCAS points – see details published on the Pearson website here:

<http://www.edexcel.com/i-am-a/student/results/Pages/BTEC-equivalence.aspx>