

New Pearson BTEC Level 3 Nationals in Creative Media Practice

The creative practice qualifications have been developed alongside experts from the creative industries to focus on practical and progression focused learning. They provide students with opportunities to enter a broader range of higher education, apprenticeships, or employment roles.



The qualifications benefit from:

- **Simple structure and reduced admin:** featuring two large, simple and holistic teaching modules across the extended diploma with only four assessments (two in the 540 diploma, and two more in the extended diploma).
- **A progression focus:** learner work is generated through practical projects, briefs, workshops and engagement with industry, preparing them through the development of portfolios and materials for progression.
- **Grading designed to reflect development:** within the Extended Diploma, the final grade is weighted towards the second year of the programme to ensure that students have maximum opportunity to develop and apply their skills.
- **Fair and compensatory assessment:** rewards learners for exceptional performance in some areas without requiring it in all areas, so grade outcomes reflect a fair balance.
- **Level 4 optional unit:** the final assessment in the Extended Diploma offers learners the option of producing additional evidence to demonstrate ability at Level 4, supporting them in achieving their aims for progression.
- **Supportive Visits:** your standards verifier (SV) will visit your centre prior to the end of year standards verification to discuss your programme and make sure you have all the support you need.

100% internally
assessed and eligible
for UCAS points

Available in
540 Diploma and
1080 Extended
Diploma

What can my students study?

To allow for a rich and immersive learning experience, students can work freely across a range of technical skills areas which reflect current industry practice.

Technical Skills Areas

■ Graphic and lens

■ Text

■ Experience

■ Sound

■ Moving image

■ Character and environment

How will my students be assessed?

All evidence produced for assessment is based on practical portfolios of work. The same five assessment criteria are used to assess all work throughout the qualification, making the assessment process simple and clear to teachers and learners.

Learning and teaching modules	Assessment units	540 Diploma	Extended Diploma
A Exploring and Developing Creative Media Skills – 540 GLH	A1 Skills Development (405 GLH) ■ Exploration of the fundamentals of creative media practice and develop practical skills	Mandatory	Mandatory
	A2 Creative Project (135 GLH) ■ Response to a brief from ideas generation to communication of outcomes.	Mandatory	Mandatory
B Advancing Creative Practice – 540 GLH	B1 Personal Progression (135 GLH) ■ Develop an understanding of industry, employment roles and higher education routes and prepare progression materials relevant to personal aims.		Mandatory
	B2 Creative Industry Response (405 GLH) ■ Advance practical, critical and reflective skills to plan, prepare and develop a proposal for a response to an industry relevant brief and carry it out from concept to resolution.		Mandatory
	Critical Self-appraisal (30 GLH) ■ Optional level 4 unit focused on critical reflection to aid transition to university or employment.		Optional
(optional 30 GLH)			

What skills will learners gain?

■ informing ideas ■ problem solving ■ technical skills ■ professional practice ■ communication

* Learners must complete all mandatory assessment units for the relevant qualification size and achieve a Pass grade or above in each assessment criteria.

Find out more about the Pearson BTEC Level 3 Nationals in Creative Media Practice: qualifications.pearson.com/creativemediapractice