Creative and Digital Media is aimed at learners who are interested in developing a new set of skills needed by Creative Industries employers: a fusion of creativity, technology and business.

**Key Information**

<table>
<thead>
<tr>
<th>Level</th>
<th>3</th>
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<tr>
<td>Duration</td>
<td>15 months</td>
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| Entry requirements | - 16 years or over  
- GCSEs, A or AS Levels, or National Diplomas in media-related subjects; OR Qualifications from the Creative and Media Diploma; OR Vocational qualifications, such as the Level 2 or 3 Certificate in Preparing to Work in Creative Media; OR Qualifications from the Foundation Learning Curriculum are encouraged routes for progression, especially those which incorporate creative and digital skills development; OR Working in media or music industry. |
| Delivery | A minimum of 30 hours of on the job training at work place per week including a day/ block release to study theory at our Uxbridge/ Hayes/ Harrow campus |
| Typical job titles | Production runner or assistant/ Post production runner/Broadcast assistant/ Archive assistant/ Animation assistant/ Assistant to the camera crew/ Junior researcher/ Web coordinator/ Trainee or assistant photographer/Digital assistant/Digital Design assistant/ Digital Media assistant/ Creative and Digital content assistant/ Production secretary/Radio Broadcast Assistant |
| Key responsibilities | During the Apprenticeship you may be working as a production runner, a production assistant, a digital assistant, an assistant to the camera crew, an editing assistant or as a production secretary. You and your employer will be able to tailor your Apprenticeship programme, selecting a combination of options including Production, Editing, Interactive Media, Audiovisual Journalism, Camerawork, Set Design and Photo Imaging. The aim for this new Apprenticeship is to develop digitally savvy and work-ready employees who are multi-skilled and can work cross-platform. |
| Progression | The apprentice will be able to progress to further employment, self-employment or further study. Apprentices that complete Level 3 may be able to go onto a Level 4 Higher Apprenticeship, higher education or go on to further training in similar areas. |

**Choose West Met Skills**

- **Level 3 Diploma in Creative and Digital Media**
- **BTEC Level 3 Certificate in Creative and Digital Media**
- **Functional Skills (Level 2 English, maths & ICT)**
- **Personal Learning and Thinking Skills**
- **Employment Rights and Responsibilities.**

**Choose West Met Skills**

- **We are a top provider in London with consistently high success rates**
- **We are the largest college provider of apprenticeships in west London**
- **We work with major companies including British Airways, Brunel University London & Menzies etc.**
- **Government funding may be available. Eligibility and criteria apply**

**Qualifications:**

- Level 3 Diploma in Creative and Digital Media
- BTEC Level 3 Certificate in Creative and Digital Media
- Functional Skills (Level 2 English, maths & ICT)
- Personal Learning and Thinking Skills
- Employment Rights and Responsibilities.

**Contact Information:**

- **01895 853780**
- **employerservices@uxbridgecollege.ac.uk**
- **www.westmetskills.co.uk**
- **@WestMetSkills**
## Modules and Content

### Level 3 Diploma in Creative and Digital Media: Mandatory unit - 30 credits

- Module 1: Awareness of Employment in the Creative Media Sector
- Module 2: Communicating and Presenting Ideas in the Creative Media Sector
- Module 3: Awareness of Converging Digital Technology in the Creative Media Sector
- Module 4: Professional Behaviour in the Creative Media Sector
- Module 5: Contribute to Good Working Relationships
- Module 6: Ensure Your Own Actions Reduce Risks to Health and Safety

### Optional Group 1: Creative Media Industry Awareness: 4 credits must be achieved from Optional Group 1

- Creative Media Industry Awareness
- Creative Media Industry Awareness

### Optional Group 2: Awareness of Health and Safety: 2 credits must be achieved from Optional Group 2

- Awareness of Health and Safety in the Creative Media Sector
- Awareness of Health and Safety in the Creative Media Sector

### Optional Group 3: Competence Units: At least 35 credits must be achieved from Optional Group 3 (of which a maximum of 12 credits can be taken from the radio units)

- Undertake Technical Adjustment of Images
- Prepare Image Output
- Agree the Photo Imaging Brief
- Undertake Colour Management Procedures
- Undertake Image Asset Management
- Plan and Organise the Photographic Assignment
- Undertake the Photographic Assignment
- Communicating using Digital Marketing/Sales Channels

**Radio Units:**

- Work Effectively in Radio
- Research the Structure of the Radio Industry
- Research Audiences for Radio
- Contribute to the Creative Process in Radio
- Originate and Develop Ideas for Radio Content
- Undertake Research for Radio Content
- Work to a Brief for Radio Content
- Pitch Ideas for Radio Content
- Evaluate Ideas for Radio Content
- Write for Radio
- Write for Multi-Platform Use in Radio
- Manage Audio Material
- Operate a Radio Studio
- Record Audio on Location and in the Studio
- Edit, Process and Mix Audio
- Assist with Radio Productions
- Know how to Produce Speech Content for Radio.
**BTEC Level 3 Certificate in Creative and Digital Media:**

Minimum credit to be achieved at the level of the qualification (level 3): 15 credits.

- 2D Digital Art for Computer Games
- Media Audiences and Products
- Photography Techniques
- Print Production
- Research for Creative Media Production
- Video Production
- 2D Animation Production
- 3D Animation
- 3D Environments
- 3D Modelling
- Advertisement Production for Television
- Audio Production Processes and Techniques
- Communication Skills for Creative Media Production
- Computer Game Story Development
- Creative Media Production Management Project
- Critical Approaches to Creative Media Products
- Designing Idents for Television
- Digital Communication
- Digital Graphics for Computer Games
- Digital Graphics for Interactive Media
- Digital Graphics for Print
- Digital Video Production for Interactive Media
- Drawing Concept Art for Computer Games
- DVD Menu Design and Authoring
- Film Studies
- Flash for Computer Games
- Graphic Narrative Production
- Interactive Media Design
- Motion Graphics and Compositing Video
- Music Video Production
- Object-oriented Design for Computer Games
- Photography and Photographic Practice
- Pre-production Techniques for the Creative Media Industries
- Radio Studies
- Research Techniques for the Creative Media Industries
- Sound for Computer Games
- Sound in Interactive Media
- Soundtrack Production for the Moving Image
- Stop Motion Animation Production
- Television and Video Studies
- Understanding the Creative Media Sector
- Web Animation for Interactive Media.

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**Employment Rights and Responsibilities**

- Rights and responsibilities of workers (including equal opportunities legislation)
- Organisation, disciplines and representative structures of the industries concerned
- Impact on the sector of public law and policies.

**Functional Skills**

- Maths – Level 2
- Information Communication Technology – Level 2
- English – Level 2