

Media Production (Print-based Media)

Student Guide Level 3 BTEC National Award

What is the Level 3 BTEC National Award in Media Production (Print-based Media)?

The qualification will give you an understanding of the practical skills and knowledge needed to begin professional work in the media production industry, with a specific focus on print-based media. You will gain insight into the employment opportunities available, enabling you to choose your career, progress within your existing field, or to plan moving on to further study.

The course is designed to be adaptable to your abilities and needs. There are two core units, one mandatory specialist unit plus a choice of three specialist units (totalling 360 guided learning hours). The structure of the course allows you to focus on your interests or introduce yourself to new areas, for example: page layout and design, marketing and public relations or factual writing for print. Please note that the units studied may vary to meet local or learner needs.

Where will this qualification take me?

Employment opportunities

With the international recognition of BTEC courses such as this, you can progress straight into employment. Successful candidates can go on to explore various positions, all of which will benefit from your studies, for example: print production planner, advertising copywriter or media researcher.

Further vocational and academic qualifications

The BTEC National Award in Media Production (Print-based Media) has the equivalence of one GCE A Level, and it is possible for you to progress further into higher education, as successful BTEC National qualifications give UCAS points for university applications.

How long will it take me to complete this qualification?

The length of the course is largely dependant on the centre. Normally, it will take one academic year to complete but it may be studied for longer.

What are the entry requirements?

The entry requirements for the Edexcel Level 3 BTEC National Award in Media Production (Print-based Media) are laid down by individual centres. Fundamentally you should have a broad education including, for example, a BTEC First in Media and/or four GCSEs (graded C or above) and, in addition, the interest and potential to succeed in achieving the qualification.

How can I find out more?

Ask your careers teacher or adviser or your local school or college for more information or see the Edexcel website – www.edexcel.org.uk/btec

Contact us

www.edexcel.org.uk/about/contact

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