

Key Information

Through a combination of practical experience and written assignments, these vocational qualifications provide level 2 learners with the knowledge, skills and understanding needed for a career in the sector. **Units offered include** digital media sectors and audiences, planning and pitching a digital media product, and a final digital production project. You will:

- understand digital media sectors, products and platforms
- understand audiences for digital media products
- explore how audiences engage with digital media products.
- understand how to develop ideas for a digital media product
- pitch ideas for a digital media product
- produce planning for a digital media product.
- understand the key features of moving image productions
- understand the technical construction of a digital moving image production
- produce and review a digital moving image production
- know about digital publishing opportunities
- understand use of digital publishing technology and techniques produce material for digital publication.

To achieve a L2, I must:

The assessment for the BTEC CDMP consists of 2 types of assessment:

Internal assessment – portfolio of evidence.

This will be graded by centre staff and externally moderated by External Moderator

Produce high quality products using a variety of skills.

Successfully produce a portfolio of evidence – this is generated appropriately for each unit.

External assessment – external assessment paper.

This will be graded by External Moderator. Learners must be successful in both types of assessment to achieve the qualification.

Learners must achieve a minimum of a Pass in all assessment criteria to achieve a unit, this applies to both internal and external assessments.

Learners must achieve a minimum of a Pass in all units to meet the minimum requirements of the qualification. If a grade of 'Not Yet Achieved' is awarded for one or more units, a grade of 'Not Yet Achieved' will be awarded for the overall qualification.

Units, weightings and deadlines:

Unit 1: Digital Media Sectors and Audiences (External Exam)

Unit 2: Planning and Pitching a Digital Media Product (internal)

Unit 3: Digital Moving Image Production (internal)

Unit 5: Publishing (internal)

KEY CONTACT:

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EXAM BOARD: BTEC EDEXCEL

Monday, Wednesday &
Thursday's – Bolt on
workshops 3.00 – 4.15