



# BTEC National Diploma

## Digital Publishing

**Equivalent to two A Levels**

**120-credit and 720 Guided Learning Hour qualification**

### Why study IT?

IT is a part of our everyday life in the way that we communicate, work and spend our leisure time. It now underpins everything that we do and has changed our vision to embark upon many different journeys. Web design, digital graphics, game development and animation design are some of the possible careers stemming from the successful completion of this course.

### What is the course structure?

There are two pathways available on the BTEC Software development course. Students may choose to study either a diploma, that is the equivalent of 2 A levels, or the Extended Diploma, that is equivalent to three A-Levels. Students studying the diploma will complete 10 Units of study.

		Diploma (2 A-Levels)
Year 12	Autumn Term	Unit 28: Image Manipulation
		Unit 29: Digital Graphics
	Spring Term	Unit 30: Page layout design for digital media
		Unit 3: Digital Media Skills
	Summer Term	Unit 7: Media Enterprise
		Unit 22 Interviewing techniques.
Year 13	Autumn Term	Unit 12: Website Production
		Unit 31 Coding for web-based media
	Spring Term	Unit 8: Responding to a commission
		Unit 27: Digital Photography

### What will I learn?

#### 1. Image Manipulation

In this unit, you will learn about the different historic and contemporary approaches to image manipulation and its uses in the media industries, both to correct images for promotional purposes and to create composited and manipulated images for the purposes of advertising, illustration and even fine art. You will gain the skills needed to develop a final digitally manipulated image for use in a media product. You will learn how to digitally manipulate and enhance images using Photoshop. You will explore professional techniques and approaches to digital artwork and create digital artwork.

#### 2. Digital Graphics

In this unit, you will explore the purposes and characteristics of 2D digital graphics and use industry practice to influence your development. You will be required to plan and design your own digital graphics for an intended purpose. There is a strong emphasis on the development of practical skills in this unit and you will need to demonstrate creativity and technical proficiency through a body of work designed for multiple media technologies and platforms. You will use a variety of hardware and software to produce digital graphics. Create, edit, modify and manipulate digital images of various types and complexity. Finally you will respond to feedback and learn how to respond to a commission.

#### 3. Page layout design for digital media.

You will learn the important differences between designing for digital and print formats and have the opportunity to plan, design and produce page layouts for both the page and the screen. Working in response to a design brief, you will adopt the techniques you have learned to create a complementary page layout in both digital and print formats. There will be a strong emphasis on practical skill development in this unit, requiring you to demonstrate creativity and technical proficiency through a series of designs for digital and printed platforms. In this unit you will create layout designs for digital and print based products such as magazine covers, DVD covers, website interfaces and online advertising materials.

#### 4. Website Production

Website production is a dynamic and constantly evolving environment. Creating a successful website involves designing imaginative web pages that combine engaging content, functionality and effective design to enhance the user's experience. The aim of this unit is to enable a learner to understand web architecture and the factors that affect its performance and to be able to design and create interactive websites.

#### **5. Client-side Customisation of Web Pages**

This unit introduces the fundamentals of cascading style sheets and scripting languages and how to develop the skills required to implement web pages using these tools.

#### **6. Digital Media Skills**

This unit allows you to demonstrate, through constructing a digital media product, the skills you have developed in media production across other units. You will learn how to work to a client brief relating to a specific media sector and its associated digital skills. You will choose the format and medium for your digital media project and demonstrate your creative and technical skills in the production of a complete product.

#### **7. Media Enterprise**

In this unit, you will learn how to initiate and develop an idea for a new media product or service through audience and market research. You will develop and apply essential enterprise skills and, through working independently, use your initiative to problem solve as you research, plan and then produce a new media product or service. The skills you will develop in this unit can be applied to all areas of media production and are highly transferable. The work you produce can form part of a portfolio of work for progression to employment or higher education. The enterprise skills you will develop are highly valued by employees and education institutions.

#### **8. Responding to a commission**

In this unit, you will understand how to respond to a commission brief with ideas based on the required content, style, audience, purpose and approach proposed by the client. You will work within the requirements and constraints of the client's specifications and consider your response in terms of ethos, format, budget, platform and duration. When proposing ideas in response to a commission, the client will need detailed explanations of how you intend to respond to carry out requirements, and this will be demonstrated through pitches, proposals and treatment documents, all of which are accepted industry methods for communicating initial ideas. Developing an understanding of all stages of a commission, and the skills needed to make them successful, will mean you can effectively communicate your plans for a media product proposal.

### **Which activities will I be engaged in during the course?**

Students will develop sophisticated practical skills in varied applications of ICT. The course has a strong practical nature, where students will develop solutions to demonstrate their understanding of the academic reasoning behind their designs.

### **How can I prepare for the course?**

The following link will provide access directly to the BTEC specification for this course:

<http://www.edexcel.com/quals/nationals10/it/Pages/default.aspx>.

<https://www.youtube.com/user/PhlearnLLC> - excellent graphic design/image processing tutorials

<https://www.youtube.com/watch?v=4Mf0h3HphEA&list=PLEA1FEF17E1E5CODA> - learn to code

<https://www.youtube.com/user/3dsMaxHowTos> - 3d modelling online tutorials

<http://www.3dtotal.com/> - 3d modelling, lighting, texturing and rendering tutorials