

Statement of Purpose

603/0761/4 RSL Level 3 Extended Diploma in Digital Media

Overview

The Level 3 Extended Diploma in Digital Media equips learners with skills, knowledge and understanding for entry to employment within the sphere of Digital Media or progression to further study at a higher level. The qualification aims to offer practical structured learning with the flexibility to specialise in disciplines directly relevant to digital media industries, including those involved in digital games and interactive digital media.

Who is this qualification for?

This qualification is for learners aged 16+ who wish to develop their skills, knowledge and understanding for entry to employment in disciplines associated with digital media industries. There are no specific requirements for entry, though learners may hold related qualifications at Entry Level, Level 1 or Level 2, or have related experience in the digital or creative industries.

What does the qualification cover?

The learner can follow one of two pathways – Digital Games or Interactive Digital Media.

All learners take two externally assessed core units (Pitching and Planning a Digital Media Product and Designing and Producing a Digital Media Product), which require them to work to a brief, set by industry practitioners (employers) specific to the area of specialism. In addition all learners take three internally assessed core units together with 10-11 optional units from within their chosen pathway that will develop their technical skills and related contextual and theoretical understanding.

Learners apply a range of skills, knowledge and understanding in preparation for employment/further study. For example, units provide learners with a solid grounding of practical/technical skills used for generating ideas, planning, designing, creating, testing and pitching products.

Learners taking the *Digital Games Pathway* develop their understanding of creating and designing 3D digital games and designing effective workflow for digital media production. In addition they may choose from a range of pathway-specific units such as creating concept art digitally, creating a 3D environment, creating 3D animation, 3D art, character modelling, character rigging etc. They also develop knowledge of contextual concepts through selecting from optional units that will develop their understanding of career planning/project planning or methodologies employed in marketing, promoting and starting a business in digital media.

Learners taking the *Interactive Digital Media Pathway* develop their understanding of creating and designing a digital media application and designing effective workflow for digital media production. In addition they may choose from a range of pathway-specific units such as designing a digital media application, designing UX/UI for interactive digital media, creating an interactive website, writing for digital media, creating digital moving image packages etc. They also develop knowledge of contextual concepts through selecting from optional units that will develop their understanding of career planning/project planning or methodologies employed in marketing, promoting and starting a business in digital media.

Employers from digital media industries are involved in the assessment of this qualification (in the form of set assignments within the externally assessed core unit). This provides a clear 'line of sight' to work and enriches learning, ensuring that learners develop the skills, knowledge and understanding required for particular roles in the digital media industries. In addition, centres will provide further meaningful activities involving employers to

support learning. This might take the form of masterclasses or guest lectures, directly related to the content of one or more units.

The Syllabus Pack, containing Syllabus Document and detailed information about each unit, can be downloaded from the RSL website at:

<https://www.rslawards.com/vocational/syllabus>

What could this qualification lead to?

Employment

As **Tech Level** qualifications, these are rigorous advanced (level 3) technical qualifications, on a par with A levels and recognised by employers. Tech Levels are for post-16 students wishing to specialise in a specific industry, occupation or occupational group. They equip a student with specialist knowledge and skills, enabling entry to employment or progression to a related higher education course.

Learners completing this qualification will have the skills to progress straight into a role within the digital media industries. It is divided into specific pathways offering the opportunity to undertake specialised learning that can be accurately matched to specific careers in digital media.

Occupational areas this qualification can lead on to include:

- Games Design
- Web Design
- App Development
- Media Agency roles
- Digital Technology roles

Further Learning

Learners can also progress to higher education courses such as degrees in digital media, digital games production, computer games design, audio production, digital media management, media design, internet marketing, digital arts and design, media communications, new media journalism, web design and development and digital cinematography.

This will enable students to develop the knowledge and skills obtained from the RSL Level 3 Extended Diploma in Digital Media, preparing them further for work in digital media industries.

Why should a student take this qualification instead of another in the RSL suite of qualifications Digital Media?

The Level 3 Diploma in Digital Media is one of a suite of qualifications ranging from Level 1 to Level 3 and ranging in size from Certificates to Diplomas. The reason for the different sizes is to meet the varying needs of learners.

The Level 3 Extended Diploma in Digital Media is designed for learners wishing take a full time two year qualification which offers the opportunity to cover in comprehensive detail and significant depth a range of knowledge and skills relevant to securing employment in the digital media industry roles such as as Games Design, Web Design, App Development, Media Agency roles, related Digital Technology disciplines or to gain sufficient knowledge and skills to progress to a higher education course. The Certificate in Digital Media at Level 3 offers a valuable but more specific range of skills and knowledge which would equip learners with some of the necessary requirements needed to enter the industry, while at the same time forming part of a wider selection of subjects being studied. The Diploma enables a greater breadth and depth of knowledge and skills pertaining to employment in the industry over a shorter duration of study and/or in combination with other qualifications. The

Extended Diploma offers the most comprehensive and in depth range of study and will equip the learners with the greatest breadth of knowledge and skills upon its completion.

Who supports this qualification?

i) Industry

The following employers support this qualification as being fit for purpose, in that it will equip learners with the knowledge and skills relevant to various sectors of the digital media industries:

470 Media
December19
Pedalo
PixelCounter
Tarnished Studios
Widespace

Letters of support can be found at
<https://www.rslawards.com/vocational/letters-of-support>

Further Information

This is intended as a **Tech Level** qualification, which is a rigorous advanced (level 3) technical qualification, on a par with A levels and recognised by employers. Tech Levels are for post-16 students wishing to specialise in a specific industry, occupation or occupational group. They equip a student with specialist knowledge and skills, enabling entry to employment or progression to a related higher education course.