

# DIGITAL PUBLISHING

**BTEC** Level 3 National Extended Diploma in Creative Digital Media Production

Brands such as **ADIDAS** have decided to completely abandon TV advertising in favour of going digital / online. Digital publishing is a major growth sector of the jobs market in the UK.

## WEBSITE PRODUCTION (Unit 12)

Learn everything you need to know about creating stunning website designs aimed at specific target audiences. No coding in this unit.

## DIGITAL PHOTOGRAPHY (Unit 27)

Learn to create stunning images for use just about anywhere, a high demand skill. Freelance, apprenticeships, university! You have choices!

## DIGITAL MAGAZINE PRODUCTION (Unit 14)

Create great looking magazine pages and social media projects to be shared online about a subject close to your heart!

## ADVERTISING PRODUCTION (Unit 15)

Go where the money is! Online advertising is HUGE and you will learn the skills needed to create effective online content

Many companies are moving to publishing material online, so skills in digital publishing are in great and growing demand. Learn the transferable skills you will need for a rewarding career in the creative media industry

## PAGE LAYOUT & DESIGN FOR DIGITAL MEDIA (Unit 14)

Companies and organisations with an online presence need these vital skills that we will teach you in this unit

Use industry standard hardware and software, exactly the same as that used in all the top media companies, to prepare you for work in the creative industries, self-employment, apprenticeships or higher education!

## IMAGE MANIPULATION TECHNIQUES (Unit 28)

We will teach you to take your Photoshop skills to the next level when you learn how to use powerful software to the MAX

## 2D DIGITAL GRAPHICS (Unit 29)

Graphic design is another major growth sector in the UK and companies are always looking for people with the skills you'll learn in this unit!

Learn all of the skills you will need for a rewarding career in the media industries taught by graphic designers and photographers experts and specialists in their fields.

The creative industries are the fastest growing sector of the UK employment market!



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