Level 3 National Extended Diploma in Creative Media Practice

Location	Altrincham Campus
Course Type	College 16-18
Department	Creative Digital Media
Start Date	Tuesday 1st September 2026
Course Code	AFP-CM3D-1100

Course Overview

This course is designed for those interested in a career in the Digital Creative Industry. The course has been designed around holistic, exploration and integrated creative teaching approaches that are contributory to deep learning and professional skills development. The course is structured to provide a fundamental grounding in core media theory and practical technical skills, as the student progresses they are taught to build on this grounding and to fully utilise the many exciting technological developments at the disposal of the contemporary media practitioner.

The course you with the opportunity to challenge yourself and become a future digital creative. In the first phase of the course you will be expected to engage with a range of media disciplines such as Film making, Games Production, Animation, Project Management and Digital Promotion - before the opportunity to specialise in a particular discipline and develop further higher skills in that area.

Course Requirements

4 GCSE's at Grade 4 or above (including maths and/or English Language).

What You Will Learn

During the Creative Media Practice Level 3, students have the opportunity to develop their skills through two distinct pathways:

1. BTEC Media Practice (Digital Video Production with Animation)
This pathway provides the opportunity to develop a wide range of industry aligned digital production skills such as production management, lens (camera work), video editing and marketing/ promotion. In particular, it would interest those working in teams with others (crew and contributors) out of the class room on location to creatively plan and record original video content.

2. BTEC Media Practice Games Design with Animation).This pathway provides the opportunity to develop a wide range of industry aligned skills in: Games Production (2/D/ 3D/ VR Design and Environments), Animation, Professional Production Management and Marketing/ Promotion.

Assessment

The course is internally assessed and project based with a strong multidisciplinary focus to encourage integration of all the relevant digital skills that learners want to develop.

There are 5 key Assessment areas:

1. Informing Ideas
2. Problem Solving
3. Technical Skills
4. Professional Practice
5.Communication Skills

Progression

This course has been designed to prepare students, through a challenging programme of lectures, workshops and industry related professional project briefs. to progress into three distinct pathways:

Higher Education (e.g. University Degree)
Apprenticeships (e.g. on the job training)
Employment (e.g. Entry Level Job and Freelance)

Career Options

Studio Manager, Artist, Media Technician

Mandatory Units

Learners are expected to embrace a full range of digital disciplines in their first year, before the opportunity to specialise their skill development in the second year of the course.

Modules Include:

Animation
3D
Concept Art
Lens
Sound
Media Theory
Research

Contact Details

For further information please contact T: 0161 886 7070 or E: info@trafford.ac.uk

Disclaimer

Although every care has been taken to ensure that the information contained within this document is accurate, there may be changes to this programme and provision. We will endeavour to keep prospective and current students updated where appropriate and when the information becomes available.