

NPA National 4/5 Digital Media

Faculty of Business and Digital Education



This is a new and exciting gender neutral course aimed at those with a passion for social media. Learners will capture great media content and transform it into engaging and eye-catching content for platforms gaining awesome skills every employer and business owner needs.

Consumers demand instant and high quality streams of data content direct to their devices and UK media companies are investing huge sums of money in digital technologies. They need people to work in this exciting and innovative fast moving sector and are prepared to pay fantastic salaries to those who get involved.

Want one of those jobs?

Demand for digital content has never been higher and this course provides a unique opportunity to gain skills hugely sought after by businesses and organisations across the world.

Employment:

This course is absolutely essential for all learners who may be interested in working within:

- Advertising
- Web Design
- Digital Marketing
- Film
- Video Games
- Publishing
- Technical Production
- Interactive Media

Content:

The course consists of three essential units:

Unit 1: Digital Media: Moving Images

Animation is a hugely popular and essential social media tool. Learners will discover how to create fantastic content that grabs people's attention and can be used for multiple purposes across highly stimulating platforms. Skills gained in animation are built up and taken to a level where learners can produce content invaluable to social media platforms.

Unit 2: Digital Media: Audio

This unit allows learners to turn their creativity up to the max by learning how to capture fantastic audio content and editing it to professional standards. Learners will create a production plan/schedule and also use evaluation skills to consider their final digital product. Podcasts are being used increasingly by pop stars and global celebrities and this

unit demonstrates how to make appealing content for a hugely popular area of social media.

Unit 3: Digital Media: Still Images

An image can say so much and in this unit learners will be able to gain/broaden their knowledge of still image creation and editing. Learners will find out how to capture images and enhance them into powerful social media content able to influence social media and it's content to all users. Project planning skills are incorporated into all units along with many other essential transferable skills.

Course Assessment:

Units are internally assessed. Timed closed-book test with multiple choice questions for National 4 plus open-book digital audio product for a specified brief for National 4/5.

My World of Work:

Click the link below to take you to My World of Work which lists jobs and careers in the field of Digital Media – have a look and see if there is anything that interests you.

[My World of Work – Digital Media Opportunities](#)

Pupil Reviews:

Ryan gained his award in National 4 Digital Media:

"I picked this subject because I enjoy using social media, I thought it would be ace to get a qualification in it. I don't know what I want to do when I leave school but I think this will be really helpful.

I loved the practical aspects of the course, it wasn't boring and allowed me to be creative and produce my own content. We worked together too which was great fun."

Sophie gained her award in National 5 Digital Media:

"I wanted a qualification in Digital Education that meant I didn't have to do computer coding or do an exam and this was perfect. I really enjoy social media and now I feel like I am really good at making great stuff for it. I am definitely going to get a job doing this and hopefully earn a lot of money and maybe be a social media influencer with lots of followers".