

SOCIAL MEDIA DESIGN, MARKETING & RADIO PODCASTING

BTEC Level 3 National Extended Diploma in Art & Design Practice (603/4667/X)

WHAT WILL I STUDY?

Want to work in social media marketing? Photography or video? Or do you see yourself as a radio producer or presenter? This course provides students with the knowledge, skills and vocational experiences necessary to build a career in the flourishing industries of digital marketing, social media and radio podcasting production. This is a course for all budding digital artists, social media influencers, Youtubers, podcasters, presenters and marketers. When the programme is completed, students will be able to design, manage and implement a range of digital marketing campaigns and radio projects, as well as in-person promotional events. You will be able to use audio, video and photography equipment to create and capture digital designs and projects for brands, businesses and your own influencing platforms. You will study visual design for social media; how to plan & implement social media campaigns; social media influencing + managing your brand; advertising for social media, web, TV and radio; events marketing + project management; music marketing; photography and video for social media advertising; live radio presenting; radio podcasting; radio news journalism and much more.

HOW IS THE COURSE STRUCTURED AND ASSESSED?

The BTEC Level 3 Extended Diploma in Art & Design Practice consists of four units studied over two years. The four units (Skills Development, Creative Project, Personal Progression and Creative Industry Response) encompass projects and portfolio building designed to demonstrate your skills as a digital artist. Project work will include a lot of vocational group work however you will be assessed individually on the merits of your own portfolio and evidence. You will be assessed on your ideas and research; communication; technical skills; professional practice and problem solving. There are no externally assessed elements within the course, however there is a proportion of research and theoretical work - this is a vital component in allowing students to develop their academic skills and contextual knowledge to the same high level as their practical work.

HOW WILL I STUDY?

On this pathway, students are treated as professional producers and therefore are held to the same high expectations. Lessons are run in various styles such as practical workshops, theory seminars or project building sessions. BOA naturally provides real life vocational experiences in social media marketing and radio production through our radio station B2 Radio, BOA shows and performances, regional and national events and outreach into the local community – all of which provide students on this pathway with opportunities to work with vocational clients and collaborate with other creative artists. Projects include social media campaigns for: your own projects and brands, BOA shows, events and performances, and BOA's community outreach programmes as well as designing and managing whole school events for charity. Audio projects include audio recording and editing; producing your own podcasts; radio ID/jingle production; presenting styles and interviewing for radio; radio news journalism; producing adverts for radio; fictional radio podcasts; foley and SFX recording; producing and researching for radio; as well as live radio shows.

imagine everything at BOA



ARTS DIGITAL

SOCIAL MEDIA DESIGN, MARKETING
& RADIO PODCASTING - Pathway

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Digital Arts | [Performing Arts](#) | Creative Arts

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