



Digital Media

Awarding Body: OCR

Level: Level 3 Cambridge Technical Extended Certificate in Digital Media

Introduction

The Level 3 Cambridge Technical in Digital Media provides students with a practical introduction to the knowledge, skills and understanding relevant to the industry. Students have the opportunity to further develop their skills and knowledge by focusing on the production of digital, audio or moving image content for media products. They will also be required to complete two external examinations.

Students will develop professional and social skills through interaction with experts and peers as well as gain an understanding of how different business and organisations in the media work. They will also develop conceptual ideas and visualise these all the way through the production cycle; from planning and pre-production right through to editing, post-production and presentations.

Our core values in order to be successful in Digital Media are collaboration, effective research and planning skills, outstanding communication and high levels of creativity.

Year one content

Unit 1 - Media products and audiences (examination)

Unit 3 – Create a media product (creative coursework)

Unit 21 – Plan and deliver a pitch for a media product (coursework)

Year two content

Unit 2 - Pre-production and planning (examination)

Unit 20 - Advertising (creative coursework)

Unit 24 – Individual research project (coursework)

What you need

At least a grade 4 in GCSE English Language.

Career and further study

You could progress to study media at a higher level, or seek employment in a digital media field. Digital media provides an essential foundation for a wide variety of career areas including: Digital Layout Artists, Digital Graphic Designers, Freelance Reporter, Web-developers/designers, Animators, Runners, Assistant Camera Operators, Assistant Lighting Camera Person, Production Assistant, Promoters (festivals/live music events), Programme researcher, Media Internship.

Trips and other costs

You are expected to purchase your own textbooks- [Cambridge Technicals Digital Media Level 3 \(2016 Suite\)](#)

Trip to Harry Potter studios Watford to look at their 'Script to Screen' seminar.