

	<b><u>DIGITAL MEDIA, CAMBRIDGE TECHNICAL</u></b>	
	<b>Qualification Level</b>	Level 3, Extended Certificate
	<b>Exam Board/ Syllabus</b>	OCR
	<b>Contact(s)</b>	Mr McGrory and Mr Smith

### Why Study This Course?

Cambridge Technicals are vocational qualifications designed with the workplace in mind and provide a high quality alternative to A-Levels. They are about educating people in the knowledge and skills required for employment and for the community as a whole. It's also about developing the behaviours and attributes needed to progress and succeed in education and in work.

### Course Content

Our Cambridge Technicals in Digital Media helps students develop the knowledge and practical skills required in the digital media industry. Students gain hands-on experience of the production process, developing their ideas from planning, through editing and post-production, to final presentation.

### Course Assessment Pattern/ Structure

Cambridge Technical Extended Certificate in Digital Media will offer students an opportunity to learn about the media industry, including pre-production and planning, applied to a wide range of sectors. Students are required to complete a total of 5 different units in this two year course.

<b>2 Compulsory Units - External Assessment (EXAM)</b>	
<b>Unit 1: Media Products &amp; Audiences</b>	This unit will allow students to consider specific target audiences, which are integral to all media institutions. Students will develop their understanding of how companies operate, in order to create appealing digital media products. Students will also learn about how audiences are categorised, researched and targeted by media producers.
<b>Unit 2: Pre-Production &amp; Planning</b>	This unit gives students an opportunity to understand the pre-production processes the creative media industry follows when creating a product. They will learn how to carry out research in the planning stage of a media production and about the various acts of legislation that need to be considered.
<b>3 Other Units – Coursework * (units subject to change based on the needs of the cohort)</b>	
<b>Unit 3: Create a Media Product</b>	This unit gives students an opportunity to work with a client, understanding the production processes involved in creating a media product which is print-based, audio-visual or audio.
<b>Unit 7: Journalism and the news industry</b>	This unit allows you to investigate the contemporary news industry and how audiences receive news. You will also investigate news gathering techniques, research methods and press regulation.
<b>Unit 20: Advertising media</b>	In completing this unit, you'll understand advertising campaigns and how audio-visual, print based or audio advertising media are used within them. You'll plan an advertising campaign for a product or service, selecting the appropriate media components to produce it. You'll produce original media components for incorporating into a campaign..

### Exam Structure

Unit 1 & 2 (EXAM) = 50%. Other 3 units = 50%.

### Higher/Further Education & Career Links

With a focus on the media industry, including the pre-production and planning processes, students will gain an understanding of how different businesses and organisations in the media sector work. This course therefore offers a sound basis for going directly into employment and can also be used as a basis for entry into an apprenticeship, move directly into employment or progress to a related Higher Education (HE) course.

<b>Business &amp; Innovation</b>	<i>English</i>	<i>Expressive Arts &amp; Languages</i>	<i>Humanities</i>	<i>Mathematics</i>	<i>PE</i>	<i>Science</i>
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