

# Level 3 Digital Media

Cambridge Technical Extended Certificate (1 A-Level Equivalent)

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# Course Overview

## OCR Level 3 Cambridge Technical Extended Certificate in Digital Media

**360 GLH**  
equivalent  
to one A  
level in  
terms of  
size

- 3 mandatory units - Units 1 and 2 (each unit is 90 GLH) and Unit 3 (60 GLH)
- Plus a minimum of 120 GLH chosen from the optional units (30 GLH and 60 GLH)

It will provide learners with the opportunity through applied learning to develop the core specialist knowledge, skills and understanding required in the digital media sector

# Course Overview

- Cambridge Technicals are vocational qualifications for students aged 16+
- They're designed with the workplace and progression to higher education in mind and provide a high-quality alternative to A Levels
- Level 3 Digital Media consists of the following Units:
  - Unit 1: Media Products and Audiences (Exam)
  - Unit 2: Pre Production and Planning (Exam)
  - Unit 3: Create a Media Product (Coursework)
  - Unit 6: Social Media and Globalisation (Exam)
  - Unit 20: Advertising Media (Coursework)

# Assessment

- Examined units:
  - Near-Pass, Pass, Merit and Distinction.
- Internally assessed units:
  - Pass, Merit and Distinction.
- Each Unit gives you points towards your Final Grade:
  - Unit 1: 90 GLH
  - Unit 2: 90 GLH
  - Unit 3: 60 GLH
  - Unit 6: 60 GLH
  - Unit 20: 60 GLH

Unit GLH	Points table for units based on GLH				
Unit grade	Near pass (R)	Pass	Merit	Distinction	Unclassified
30	N/A	7	8	9	0
60	12	14	16	18	0
90	18	21	24	27	0

# Final Grade

- Pass, Merit, Distinction, Distinction\*
- The final grade is calculated from points which are earned for each unit
- The overall grade is equivalent in Tariff Points to A-Levels

Points range	Grade	
104 and above	Distinction*	D*
100 – 103	Distinction	D
92 – 99	Merit	M
72 – 91	Pass	P
Below 72	Unclassified	U

A Level		Cambridge Technicals	
Grade	Tariff Points	Grade	Tariff Points
A*	56	D*	56
A	48	D	48
B	40		
C	32	M	32
D	24		
E	16	P	16

# Course Plan



Computing

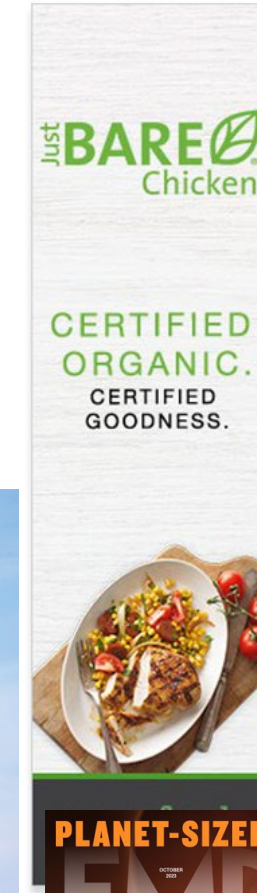
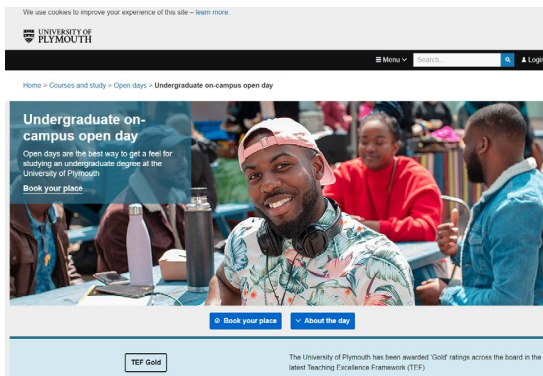
	Autumn	Spring	Summer
Year 12	Unit 1: Media Products and Audiences (Exam)  Unit 3: Create a Media Product	Unit 20: Advertising Media (Coursework)  Unit 3: Create a Media Product (Coursework Submission)  Unit 2: Pre Production and Planning (Exam)	Unit 2 Exam  Unit 20: Advertising Media (Coursework Submission)
Year 13	Unit 6 (Social media and Globalisation)	Re-submission of Unit 3/20 Coursework units	Re-take of Unit 1/2/6 Exams



# Creating Digital Media Products

“Digital media products” include:

- Posters,
- Billboards,
- Leaflets & Flyers,
- Newspaper adverts,
- Magazine covers,
- Online Ads,
- Website pages,
- Comic strips,
- Videos etc...



# What makes a good Digital Media Product?

- A “good” digital media product will appeal to; present information to and influence a target market
- Analysing existing digital media products can be a very useful way of understanding how they can be designed to be effective

What makes this effective as a Billboard design?

Who is the designing targeting?

How are fonts and colours used to good effect?







# DVD/Blu-ray Cover

Who do you think this designing is targeting (age group, gender, demographic)?

What aspects of the design has led you to this decision?

How are fonts and colours used to good effect?

What information is presented to the customer, and why?





# Magazine Front Cover

Who do you think this designing is targeting (age group, gender, demographic)?

What aspects of the design has led you to this decision?

How are fonts and colours used to good effect?

What information is presented to the customer, and why?



# “Skyscraper” Web Banner Advert

Who do you think this designing is targeting (age group, gender, demographic)?

What aspects of the design has led you to this decision?

How are fonts and colours used to good effect?

What information is presented to the customer, and why?



The banner is a vertical rectangle with a white background. At the top left is the Tesco Clubcard logo. To its right, the text 'The power to lower prices.' is written in blue, with 'lower' in a larger, bolder font. Below this text are three wine bottles: a green one, an orange one, and a dark one. Under the bottles is a yellow box with '25% off' in black and '6 or more' in smaller black text. Below that is a blue box with 'Clubcard Prices' in white. Then another set of three wine bottles: a green one, a dark one, and a light one. Below these are two circular award logos: a red one on the left and a yellow one on the right, both with 'WINE' in the center. At the bottom is a blue button with 'Shop now >' in white. Below the button is the text 'T&C's here. Ends 17/06.' in small black font. At the very bottom is the Tesco logo with the tagline 'Every little helps' in blue script.

TESCO Clubcard The power to lower prices.

25% off 6 or more

Clubcard Prices

Shop now >

T&C's here. Ends 17/06.

TESCO Every little helps

# Induction Task 1: Analysis

1a) Find one example of a Digital Media product from the list below, copy and paste into a new document:

- Poster
- Billboard
- Leaflet/Flyer
- Newspaper advert
- Magazine cover
- Online Ad
- Website page

1b) Analyse the product using the questions prompts on the right to explain WHY the product has been designed this way

Who do you think this designing is targeting (age group, gender, demographic)?

What aspects of the design has led you to this decision?

How are fonts and colours used to good effect?

What information is presented to the customer , and why?

# Induction Task 2: Design

2a) “Indulge” is a new high-end chocolate brand that is launching in the UK. As a graphic designer, you have been asked to produce a visual identity for “Indulge”. The visual identity will be used on all packaging and promotional material. Present the **concept art** of 3 logos for “Indulge” (you may sketch or create on a computer).

2b) **Evaluate** your logos and suggest which you would move forward with.



# Induction Task 3: Social Media Keywords

3a) Social Media is widely used as a platform for advertising. Find out the meaning of the following Keywords and learn them:

- Semantic Web
- Search Engine Optimisation
- Sentiment analysis
- Brand Identity
- Synergy
- USP
- Folksonomy
- Digital Natives
- Niche Audience
- Mode of Address
- Data Management
- Hashtags
- Content metrics
- Google analytics
- Social media aggregation

3b) When creating a business or launching a new product a company will use social media to “capture” the attention of the public and lead them down the path to becoming invested in the company (purchasing products, attending events etc). This is known as the Social Media Sales Funnel.

Investigate the “Social Media Sales Funnel” and define the six stages below:

- Generate Leads
- Build credibility
- Stay top of mind
- Drive to the sweet spot
- Strengthen relationship
- Earn referrals