

Digital Media

Qualifications

Exam board: OCR Level 3 Cambridge Technical Extended Certificate in Digital Media (equivalent to one A Level) (two-year course)

Entry Requirements

There are no formal entry requirements for this qualification, but you will need a minimum of 5 passes at grade 5 or equivalent. It is recommended that learners have a grade 4 or above in English GCSE.

Who is it for?

This qualification is for students who want to gain a Level 3 qualification to support further study in Digital Media as well as those who want to progress into a media-related apprenticeship.

What does the qualification cover?

Unit 1: Media products and audiences

The aim of this unit is to develop your understanding of how different media institutions operate to create products that will appeal to specific target audiences. You will learn about the different ownership models within media industries, and they will learn how to analyse different media products within the sector to understand the fundamentals of how meaning is created for audiences.

Unit 2: Pre-production and planning

By completing this unit, you will understand the pre-production process the creative media industry follows when creating a product. You 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. You will learn about the constraints that need to be considered when planning a new media production, including timescales and resources.

Unit 3: Create a media product

The aim of this unit is for you to develop knowledge and understanding of the production processes of producing a media product from one of the following:

- Print-based product
- Audio-visual product
- Audio product.

Unit 6: Social media and globalisation

The aim of this unit is to enable you to understand the ways in which online technologies and social media products have created a globalised, connected society and how such tools are used by media producers. As part of this you will evaluate the positive and negative impacts of social media on businesses, individual users and producers. You will also learn about issues surrounding censorship and regulation of social media, and the impact this has on media production and distribution.

Unit 20: Advertising media

In completing this unit, you will understand advertising campaigns and how audio-visual, print based, or audio advertising media are used within them. You will plan an advertising campaign for a product or service, selecting the appropriate media components to produce it.

How are the units graded?

Every unit achieved will be graded as Pass, Merit, or Distinction.

Career Paths

This Cambridge Technical course provides a strong base for progression to university, apprenticeships or work and are recognised for UCAS tariff points. As the course covers a broad spectrum of content there are many possible career paths in Digital Media.

Induction task

The Scenario

Your region needs you!

You have been asked to produce promotional material for the new regional culture award as part of 'The Culture Campaign'. Cities and towns in your region are all taking part to promote the range of cultures that are part of each city and town's unique identity.

The Task

You are required to pick one of the below media products to showcase and promote your local town or city, you need to produce a one page spread of your ideas for this campaign and your chosen product. Think about the following:

- Colour schemes
- Target audience
- Images
- Text you will use
- Attractions
- Dimensions (if applicable)

The Media products

An audio product:

This could be, for example, one of the following:

- A radio advert
- An original song
- A music talk show, etc.

An audio-visual product

This could be, for example, one of the following:

- A promotional video
- Online content
- A documentary

Print based/graphics product

This could be, for example, one of the following:

- A double page spread for a local magazine or newspaper
- A print based/graphics advertisement which includes two of the following:
 - o A poster
 - o A billboard
 - o Digital content/web pop-up
 - o A leaflet
- An information pack.

YOU DO NOT HAVE TO MAKE THE MEDIA PRODUCT; YOU ARE JUST CREATING A ONE PAGE SPREAD OF IDEAS FOR THE MEDIA PRODUCT.