



LAWNSWOOD
SCHOOL



Lawnswood School

Cambridge Technicals Extended Certificate in Digital Media

We are delighted you have chosen to study Cambridge Technicals Extended Certificate in Digital Media with us!

We are with the exam board OCR. The OCR website has more detailed information on the course.

The exam board specification - <https://www.ocr.org.uk/qualifications/cambridge-technicals/digital-media/units/#level-3>

Aims of the course

- To provide learners with the opportunity through applied learning to develop the core specialist knowledge, skills and understanding required in the digital media sector.
- To develop an understanding of how different media institutions operate to create products that appeal to specific target audiences.
- To develop knowledge and understanding of the pre-production, planning and production processes of a range of media products.

- To develop transferable skills such as planning, communication, adaptability and leadership

Course Content

Cambridge Technicals are vocational qualifications for students aged 16+. They're designed with the **workplace in mind**. They are equivalent to UK A levels and are highly valued by universities, further education colleges and employers alike.

The Technical Certificate in Digital Media is a varied, interesting and practical course for any student who wants to study digital media concept and product development with a focus on moving image and audio media production.

In Year 12 you will take three units, made up of two mandatory and one optional unit.

- Media products and audiences – mandatory
- Create a media product – mandatory
- Scripting for Media Products – optional

In Year 13 you will study a further three units, one mandatory and two optional. You will study the following mandatory unit:

- Pre-production and planning – mandatory
- Advertising media – optional
- Plan and deliver a pitch for a media product – optional

This will lead to an OCR Level 3 Cambridge Extended Technical Certificate in Digital Media qualification equivalent to a full A level.

Assessment

OCR Level 3 Cambridge Technical Certificate in Digital Media (Year 12):

- Unit 1: Media products and audiences – 2 hour **externally** assessed examination
- Unit 3: Create a media product – **internally assessed**
- Unit 21: Scripting for media products – **internally assessed**

OCR Level 3 Cambridge Technical Certificate in Digital Media (Year 13):

- Unit 2: Pre-production and planning – 2 hour **externally** assessed examination based upon a case study scenario provided in the examination.
- Unit 20: Advertising media – **internally assessed**
- Unit 21: Plan and deliver a pitch for media products – **internally assessed**

The units are graded Pass, Merit and Distinction.

The overall qualification is graded Pass, Merit, Distinction, Distinction*.

Career Opportunities

The transferable skills that are developed in the study of digital media will allow access to a range of career opportunities. However, there are certain sectors that are particularly relevant:

- Film and TV production
- Advertising and marketing
- Graphic design
- Digital industries eg, game design, web design etc
- Public relations
- Journalism
- Event management

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Mr Gill

We look forward to seeing you in September!