



# Cambridge Technical Level 3 In Digital Media

## Examination Board

- OCR

- Please note: this Cambridge Technicals course is offered as an Extended Certificate (1 A Level equivalent). It is highly regarded by employers and universities. All Digital Media students will be required to attend 12 core lessons per fortnight.

## Course background

- Students will study key modules which develop their skills in:
  - **Media Products and Audiences**
  - **Pre-Production Techniques**
  - **Creation of a Media Product - Music Video**
  - **Script writing**
  - **Advertising**
  - **Pitch**

Across the lessons students will develop a wider understanding of Media as an industry presently and across time. They will create individual portfolios of work and receive regular feedback from internal assessment and submitted work to our assessor with OCR.

It is normal for the groups to consist of a mix of students who are new to the subject and those who have studied it as a Key Stage 4 course. Enthusiasm and a strong interest in popular culture is at least as important as prior learning.

## Recommended study

- Students will be set work at their teacher's discretion. Normally, these will consist of short pieces of writing or audio-visual presentations. We might suggest that students watch specific TV programs or films as part of their studies to help with class discussions. OCR encourages students to reflect on their media habits to illustrate wider points about the ways in which audiences are using new technologies to consume media texts.
- **Health and Safety:** We actively encourage students to film in interesting locations outside the college as appropriate to the genre they choose to work in. It is not however, always possible teachers to be present during filming, so it is important that students carefully consider potential hazards when they are filming off-site. Ideally, an adult should be present if any filming takes place off-site. If a teacher cannot be present, we will request that a parent or responsible adult supervises the filming. Considering potential hazards and completing and following a risk assessment is a key part of the course.
- **Technical resources:** Cameras and editing equipment are provided at school. If students have editing facilities or cameras at home, they are free to use them as long as they can access their work at school. It is not vital for students to own their own cameras, but there are many affordable DSLR cameras on the market.
- We strongly encourage parents and carers to support students in pursuing their media interests, such as going to the cinema or live music events. Pursuing an active interest in the media will provide useful case studies and examples for use in exams and as stimulus for their own creative work. Ask your child to discuss what they are learning. Give them feedback on their work and don't be afraid to be critical.

