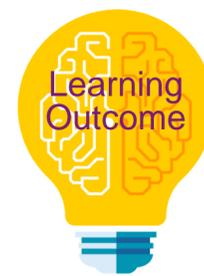


Cambridge Technical Level 3 in Digital Media Production

Year 11

INDUCTION



Understand what the
Cambridge Technicals is all
about!

What is the Level 3 Cambridge Technical in Digital Media Production?

The CTEC in Digital Media is equivalent to an A Level and worth the same UCAS points. It's designed to be slightly more practical and with more focus on new and online media.

It is modular in construct meaning students have to pass 5 different modules on a variety of media related subjects in order to pass the course as a whole



What's the course structure?

Skills Introduction

(Filming, Editing, Sound, Lighting etc..)

UNIT 1 - Examination
Media Products & Audiences

UNIT 2 - Examination
Pre-Production and Planning

UNIT 3 - Coursework
Create a Media Product

UNIT 20 - Coursework
Create an advertising campaign

UNIT 16 - Coursework
Creation and Use of Sound in Media

Unit 1: Media Products and Audiences

Written examination: 2 hour
25% of qualification

The aim of this unit is for you to develop your understanding of how different media institutions operate in order to create products that will appeal to specific target audiences.

You will therefore learn about the different ownership models in the media industries, and you will learn how to analyse different media products within the sector to understand the fundamentals of how meaning is created for audiences.

You will learn about how audiences are categorised, researched and targeted by media producers and how media institutions distribute and advertise their products to audiences.

We will be looking at texts as diverse as Game of thrones and Black Panther to newspapers, magazines and social media, as well as debates such as do video games cause violent behaviour?

Unit 2: Pre-Production and Planning

Written examination: 2 hours
25% of qualification

Pre-production and planning are key aspects of any media production, time spent well leading up to a production can save time and money.

By completing this unit, you will understand the preproduction process that 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.

You will understand how to create pre-production documents in relation to client requirements and how to plan projects to meet these needs.

Unit 3: Create a Media Product

Non exam assessment (coursework module)
16.66% of qualification

Media products have a range of different purposes. Whether it is to advertise and promote a product or service, inform an audience of a cause or engage and entertain an audience.

The aim of this unit is for you to develop knowledge and understanding of the production processes for producing an audio-visual media product.

You will apply your learning gained in Units 1 and unit 2 if completed, to plan and produce a media product.

You will complete planning materials to take them forward in the production and post–production stages of your intended media product.

You will plan, produce and edit original content for your intended product.

By completing this unit, you will have the skills to:

- create a proposal to meet a client brief
- produce planning materials
- create original content for the media product
- apply editing techniques.

Unit 16: The creation and use of sound

Non exam assessment (coursework module)

16.66% of qualification

Sound is now an important part of most media products, be this the actual dialogue of a production or music, effects or atmospheric sounds. The effective use of sound can change the mood and feel of media productions. Sound is now found in the majority of media products from film and television through to interactive media and computer games. By completing this unit you will understand the sound elements used in media products and how they are produced. Students will be able to develop ideas for, and plan the production of, a soundtrack containing a range of sound elements. You'll gain some practical skills by recording and editing sound elements for use in the production of a final soundtrack.

Unit 20: Advertising Media

Non exam assessment (coursework module)

16.66% of qualification

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, considering the market and its target audience, as well as legal and ethical constraints, to ensure that all components comply with the required codes and conventions of the genre.

Exam Board Links

OCR Digital Media Home Page

<https://www.ocr.org.uk/qualifications/cambridge-technicals/digital-media/#level-3>

Course Overview

<https://www.ocr.org.uk/Images/260816-cambridge-technicals-digital-media-level-3-summary-brochure.pdf>

Past Exam Papers

<https://www.ocr.org.uk/qualifications/cambridge-technicals/digital-media/assessment/#level-3>

What can I do with this qualification?

You could go onto a BA(Hons) Degree in Film / Media Production / Journalism / Creative Writing etc...

After this you could go on to work in any aspect of the media such as:

RADIO

Be a presenter or technical sound operator, producer / director or writer!

TV / FILM

Direct, Produce, write, camera / sound operation, production management

PRINT

Work in online newspapers, magazines, posters, marketing, advertising....

Gaming Industry

Game Designer, 3D modelling, Graphic design, testing, production

https://www.salford.ac.uk/ta/assets/pdf_file/0013/1200/Bubble_Jobs_Guide_To_the_Digital_Industry.pdf

Bubble Jobs:

Guide to the Digital Industry

MICROSOFT SWAY is a great tool for creating websites.
You can find SWAY in office 365

You need to be able to:
> Create your own site
> Add dropdown menus
> Add new pages

And in addition you need to create the following pages:

- a home page that tells us a little bit about you and why you chose the Cambridge Technical in Digital Media Level 3.
- How media conglomerates (Disney) operate differently from independent companies (warp films)
- Traditional methods of advertising vs digital methods use examples.

Summer Task

