

August 2016

Charlotte Bosworth
Director
OCR (Oxford Cambridge and RSA Examinations) Skills
and Employment
Westwood Way Coventry
CV4 8JQ

Dear Charlotte

As an employer which employs staff in production occupations as camera operators, sound recordists, lighting specialists, off line and on line editors and general production runners within the television media sector. Along with for product concept ideas and research support studio assistants, product researchers and assistant sourced media editors on a freelance basis, that can demonstrate a working knowledge of the equipment, media sourcing knowledge and research skills. I'm happy to lend my support to the new Cambridge Technicals Diplomas qualifications:

- 601/7260/5, OCR Level 3 Cambridge Technical Foundation Diploma in Digital Media
- 601/7261/7, OCR Level 3 Cambridge Technical Diploma in Digital Media
- 603/0318/9, OCR Level 3 Cambridge Technical Extended Diploma in Digital Media.

Further to the units I've reviewed, listed below, in the:

- Digital content for interactive media
- Moving image and audio production
- Digital Media Practitioner for product development specialist pathways

for the qualifications detailed above:

I've reviewed the skills and knowledge the students will develop in completing these specialist pathway units listed below:

- Media products and audiences
- Pre-production and planning
- Creating a media product
- Interactive media product
- Scripting for a media product
- TV and short film production
- Create a personal media profile
- Research for product development
- Application of converging technologies for a digital design proposal.

We believe the skills and knowledge the students will develop when taking these qualifications will act as a basis for progression into the workplace in this sector. These modules cover all of the fundamental skills and understanding necessary for entry into media work.

We confirm that a student completing these qualifications would develop specialist knowledge and skills at a level expected for starting work in the media industry. As such this would stand them in good stead when applying for relevant jobs and would be a good basis for apprenticeships' or entering the sector for many specialist research job roles.

Yours sincerely,



Neil Roberts Creative
Director *GMS*