



August 2016

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

Dear Charlotte

We have reviewed the Cambridge Technical qualifications, both as an employer which employs staff and freelancers in occupations across the spectrum of digital media in order to produce high quality audio and digital content and recognise the importance of vocational qualifications developing skills and talent that provides pathways into the media industry.

Further to the units I've reviewed, listed below, in the Moving image and audio production and Digital media practitioner for product development specialist pathways for the qualifications detailed below:

- 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

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

- Media products and audiences
- Pre-production and planning
- Create a media product
- Interactive media product
- TV and short film production
- Social media and globalisation
- Research for product development
- Application of converging technology in a digital design proposal.

We believe the skills and knowledge the students will develop provide a solid grounding in being able to competently meet briefs that produce a range of audio and digital media products for a variety of different audiences and that taking these qualifications will act as a basis for progression into the workplace in this sector for a variety of product development and research roles.

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 in roles such as Programme Researcher, Studio Assistants and Day Tallent researcher. As such this would stand them in good sted when applying for relevant jobs.

Yours sincerely,

Brendan Sheppard
Company Director
Word of Mouth Productions Ltd.
www.wordofmouthproductions.co.uk