



SUPER BEING LABS

25 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 product and experience research designers and developers, camera operators, off line and on line editors and digital media products and web designers within the media sector. I'm happy to support the new Cambridge Technicals Diplomas pathways: Further to consultation advice provided and the units I've reviewed, listed below, in the Digital content for interactive media and Moving image and audio 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
- Creating a media product unit
- Interactive media product
- TV and short film production
- Social media and globalisation
- Journalism
- Creating a personal media profile
- Research for product development
- Application of converging technology in 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 apprenticeships and jobs.

Yours sincerely,

Darshan Sanghrajka
Founder & CEO
Super Being Labs