



Oxford Cambridge and RSA

QUALIFICATION TITLE - OCR Level 2 Cambridge Technical Diploma in Digital Media

QUALIFICATION NUMBER – 603/3087/9

OVERVIEW

This qualification is for you if you are 16 years old or over, and want to study digital media. The qualification allows you to study digital media in a meaningful context enabling you to learn and be assessed in ways which are practical and relevant to the industry.

It will provide a comprehensive introduction to the media industry and allow you to explore your creativity and interest. It will give you the knowledge and understanding of the benefits and effects of changing technologies used by the media industry. You will develop the skills required to maintain and use these technologies safely, complying with legal and regulatory requirements.

This qualification will also equip you with the skills, knowledge and understanding to progress into employment, either directly or through an Apprenticeship or to complete a Level 3 Tech Level qualification in Digital Media. Apprenticeships that you could progress onto are Broadcast Production Assistant, Junior Content Producer or Junior Journalist.

You will have the opportunity to acquire a range of transferable skills and knowledge, which are highly regarded by employers. You will apply your learning to relevant tasks or activities that happen in the digital media industry. We have worked with employers who have helped us include the transferable skills, knowledge and understanding that they are looking for in prospective applicants.

What does this qualification cover?

The qualification is designed to be taken as part of a study programme alongside other vocational qualifications, GCSE resits or A-Levels. There are no formal entry or prior learning requirements for this qualification, but, ideally, you will typically have or be working towards GCSEs at grade 4/grade C or above including maths and English.

You must take the following units:

- 1 *Digital media and emerging technologies*
- 2 *Principles of concept design and pre-production*
- 9 *Pitching advertising concepts*
- 10 *Developing digital media portfolios*

Units 1 and 2 are knowledge and understanding based externally marked units. They will provide you with fundamental knowledge and understanding which will underpin all the other units within the qualification. The learning from these can be applied in Units 3-10, which are skills-based units.

Unit 5, *Creating digital media products*, and Unit 8, *Creating moving image products* will draw on the skills, knowledge and understanding developed throughout this qualification. This will provide opportunities for synoptic assessment, enhancing the applied nature of the qualification.

You can choose from two pathways when completing this qualification:

Pathway 1 – Digital content for media products

Units taken as part of this pathway are practical. This pathway can lead to various job roles, such as creative content assistant in an advertising, marketing or digital agency. The skills, knowledge and understanding you will need to achieve in this pathway include; designing exciting digital media content elements, which maximise the media messaging and engage with its audience across multiple media platforms and channels. You will use technical and operational equipment and processes such as computer generated imagery; host message boards and social media platforms; writing and editing copy; creating online virtual and augmented reality concepts and designs for brand marketing and advertising. Other skills developed include communication, planning, teamwork and presentation skills.

Pathway 2 – Moving image and audio content for media products

Units taken as part of this pathway are practical. This pathway can lead to various job roles, such as a Broadcast Assistant in a production team. The skills, knowledge and understanding you will need to achieve in this pathway include; developing TV/Radio programme ideas and concepts, and creating moving image and audio media products. They will use technical and operational equipment such as cameras, lighting, sound and editing effects to develop moving image and audio content for TV, short film or promotional purposes. Other skills developed include communication, planning, teamwork and presentation skills.

Employer Engagement

You will have opportunities to find out from employers how the skills and knowledge you will acquire are used in work. The centre will decide how this will happen. The centre might ask an employer from the digital media industry to come in to talk to you about how they use the skills learners are gaining or you may have an opportunity to have work experience in a media-based organisation.

Is this qualification right for my learners?

This qualification is part of a suite of Cambridge Technicals in Digital Media at Levels 2 and 3. It takes 360 guided learning hours to complete. Normally you would take this qualification because you are aged 16 years or over, in full-time education, but aren't quite ready to study a Level 3 qualification in this sector at this stage. The Level 3 qualification is designed for you if you wish to progress to Higher Education on a digital media related programme, or into employment in a more skilled job role.

There are three sizes of qualification available in the Level 2 Cambridge Technical in Digital Media suite:

OCR Level 2 Cambridge Technical Award in Digital Media (90 GLH)

OCR Level 2 Cambridge Technical Certificate in Digital Media (180 GLH)

OCR Level 2 Cambridge Technical Diploma in Digital Media (360 GLH)

The Diploma takes 360 guided learning hours to deliver. This means it can be taken in one year and will form the majority of your study programme. As you will be taking more units in this size qualification than the smaller Level 2 qualifications, it will enable you to increase the breadth and depth of your knowledge, skills and understanding in your chosen pathway which could lead to relevant employment in the media industry either directly or through an apprenticeship in roles such as creative content assistant and TV/Radio production assistant, depending on the pathway taken.

The Award is smaller in nature and designed as an introduction to this industry. It is not recognised by the Department for Education for the Key Stage 5 performance table.

The Certificate takes 180 guided learning hours to deliver, meaning it can be taken in one year. It contains 2 mandatory and one optional unit for you to gain knowledge, skills and understanding relevant to the digital media industry, but no pathway choices. This qualification provides you with the flexibility to take other qualifications, whether vocational or academic, in preparation for further study or employment in the media industry either directly or through an apprenticeship.

Support

The following employers support this qualification:

- 4P's Marketing
- Alton Towers
- British Printing Federation
- Creative Skillset
- Gabrielle Media Services
- Maverick TV
- Siemens

Details of this support can be found on the OCR website:

<http://www.ocr.org.uk/qualifications/vocational-education-and-skills/cambridge-technical-digital-media-level-2-2016-suite/> under key documents.

If you have any other queries please contact vocational.qualifications@ocr.org.uk

About us

OCR is a leading UK awarding body. We provide qualifications which engage people of all ages and abilities at school, college, in work or through part-time learning programmes.

Our general and vocational qualifications equip learners with the knowledge and skills they need for their future, helping them achieve their full potential.