Cambridge TECHNICALS

RESOURCES LINK

VERSION 2 SEPTEMBER 2013

MEDIA

Level 2 and Level 3

OCR

WELCOME

Resources Link is an e-resource, provided by OCR, for teachers of Cambridge Technicals in Media. It provides descriptions of, and links to, a variety of teaching and learning resources that you may find helpful.

In Resources Link you will find details of OCR's own support materials along with information about publisher partner, endorsed and other independent resources.

Where appropriate, we have mapped the resources to the OCR specifications, and provided information about their cost and format.

If you know of other resources you would like to see included here, or discover broken links, please let us know. We would also like to hear from you if have any feedback about your use of these, or other, OCR resources. Please contact us at resourcesfeedback@ocr.org.uk

Types of Resource

OCR Produced Resources

These are resources devised and produced directly by the Resources Development Team at OCR.

Publisher Partner Resources

For many subjects OCR works with a publisher partner to ensure that good quality resources such as textbooks are available for first teaching.

Whilst the publisher partner has access to our subject experts and we quality check and endorse these resources they are produced by, and remain the property of, the publisher partner. There is no financial link between OCR and its publisher partners and we do not pay for the development of, or receive any royalties from, these resources.

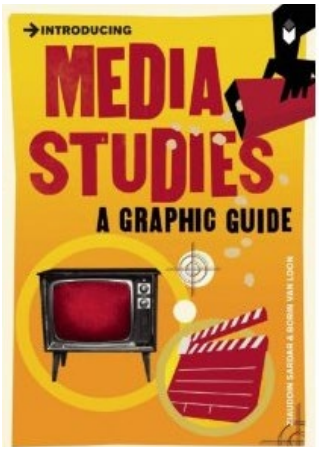
Endorsed Resources
These resources were produced entirely independently of OCR, but we have quality checked them for their suitability as a resource to support our qualifications.

Other Resources
Unless specifically stated these resources are completely independently produced and are not endorsed by OCR. We have looked at them though, and we think they could be useful in supporting our specifications.

We leave it to you, as a professional educator, to decide if any of these resources are right for you and your students, and how best to use them.

You can now ***click here***, if you want to see an index of all resources mapped to subject topics, or alternatively flick the bottom right-hand corner of the page to start browsing.

Introducing Media Studies: A Graphic Guide



Overview of media concepts in graphic format

Supports:	OCR Level 2 Cambridge Technical Certificate/Extended Certificate/ Diploma in Media - Unit 1
Cost:	£5.10 approximately
Format:	Book

www.amazon.co.uk/dp/1848311842

If you know of any resources that you think should appear here, or if you identify broken links please let us know. We would also like to hear from you with your feedback about your use of any of the resources listed here. Please contact us at

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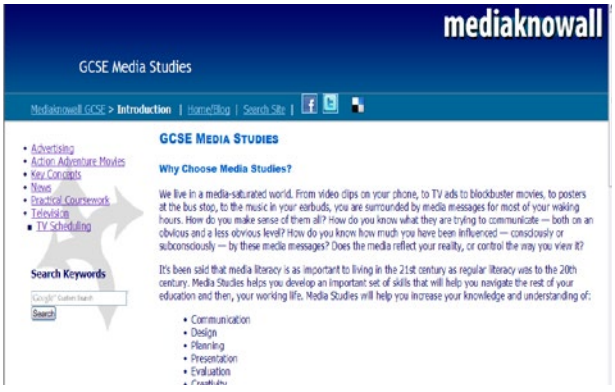
Introduction to Level 2 Media



Overview of media concepts.

Supports:	OCR Level 2 Cambridge Technical Certificate/Extended Certificate/ Diploma in Media - Unit 1
Cost:	Free
Format:	Website www.mediaknowall.com/gcse/gcse.php

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Media Magazine

In depth information on a range of media issues and concepts.

Supports:	OCR Level 2 Cambridge Technical Certificate/Extended Certificate/ Diploma in Media - Unit 1 OCR Level 3 Cambridge Technical Certificate/Introductory Diploma/ Subsidiary Diploma/Diploma/Extended Diploma - Unit 1
Cost:	£6.99
Format:	Print and digital subscription

www.englishandmedia.co.uk/mm/index.html

If you know of any resources that you think should appear here, or if you identify broken links please let us know. We would also like to hear from you with your feedback about your use of any of the resources listed here. Please contact us at

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Pan European Game Information

UK Regulatory authority for Videogames

Supports:	OCR Level 2 Cambridge Technical Certificate/Extended Certificate/ Diploma in Media - Unit 1 OCR Level 3 Cambridge Technical Certificate/Introductory Diploma/ Subsidiary Diploma/Diploma/Extended Diploma - Unit 1
Cost:	Free
Format:	Website www.pegi.info/en/index

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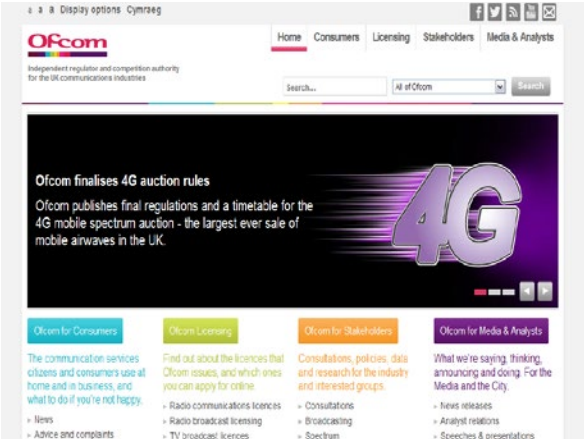
OFCOM



UK TV and Radio regulatory authority

Supports:	OCR Level 2 Cambridge Technical Certificate/Extended Certificate/ Diploma in Media - Unit 1 OCR Level 3 Cambridge Technical Certificate/Introductory Diploma/ Subsidiary Diploma/Diploma/Extended Diploma - Unit 1
Cost:	Free
Format:	Website www.ofcom.org.uk

If you know of any resources that you think should appear here, or if you identify broken links please let us know. We would also like to hear from you with your feedback about your use of any of the resources listed here. Please contact us at

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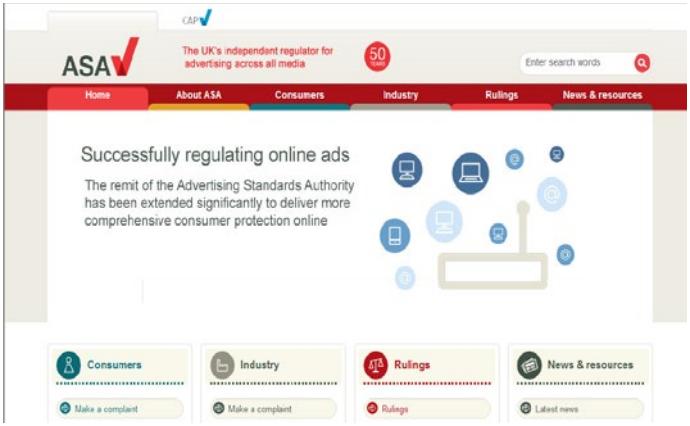
Advertising Standards Authority



UK regulatory authority on advertising

Supports:	OCR Level 2 Cambridge Technical Certificate/Extended Certificate/ Diploma in Media - Unit 1 OCR Level 3 Cambridge Technical Certificate/Introductory Diploma/ Subsidiary Diploma/Diploma/Extended Diploma - Unit 1
Cost:	Free
Format:	Website

www.asa.org.uk

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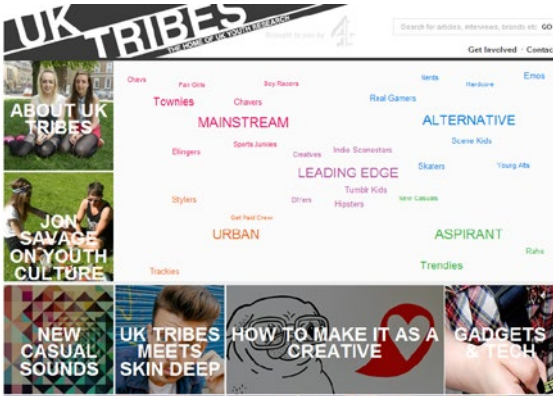
UK Tribes



Youth audience research website – covers an extensive variety of audience types in detail.

Supports:	OCR Level 2 Cambridge Technical Certificate/Extended Certificate/ Diploma in Media - Unit 1 OCR Level 3 Cambridge Technical Certificate/Introductory Diploma/ Subsidiary Diploma/Diploma/Extended Diploma - Unit 1
Cost:	Free
Format:	Website www.uktribes.com

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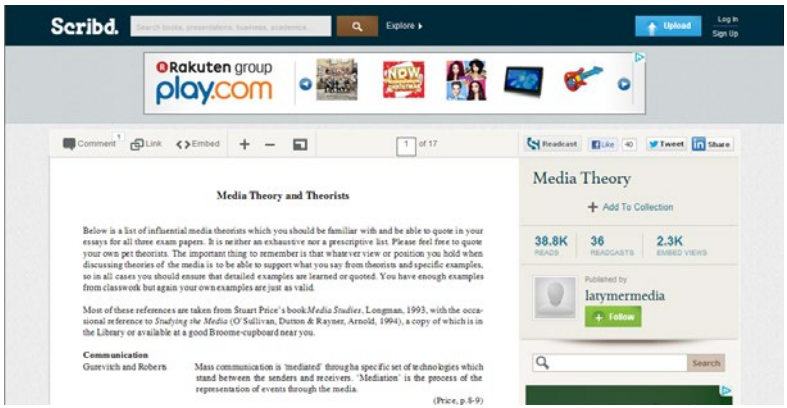
Media Theory



An overview of the theoretical underpinnings of the media products and audiences unit.

Supports:	OCR Level 2 Cambridge Technical Certificate/Extended Certificate/ Diploma in Media - Unit 1 OCR Level 3 Cambridge Technical Certificate/Introductory Diploma/ Subsidiary Diploma/Diploma/Extended Diploma - Unit 1
Cost:	Free
Format:	Website

www.scribd.com/doc/11711855/Media-Theory

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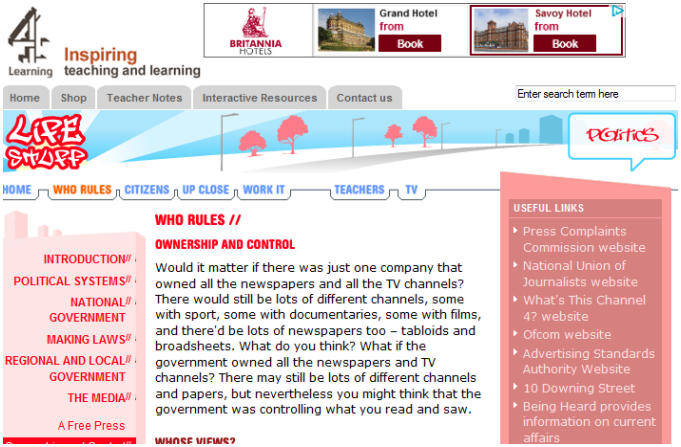
Media Ownership and Control



Overview of media ownership and control in the UK.

Supports:	OCR Level 2 Cambridge Technical Certificate/Extended Certificate/ Diploma in Media - Unit 1 OCR Level 3 Cambridge Technical Certificate/Introductory Diploma/ Subsidiary Diploma/Diploma/Extended Diploma - Unit 1
Cost:	Free
Format:	Website

www.channel4learning.com/sites/lifestuff/content/whorules/media/whorules_m_oac.html

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Media Essentials

A range of student activities and resources for media.

Supports:	OCR Level 2 Cambridge Technical Certificate/Extended Certificate/ Diploma in Media - Unit 1 OCR Level 3 Cambridge Technical Certificate/Introductory Diploma/ Subsidiary Diploma/Diploma/Extended Diploma - Unit 1
Cost:	Free - registration required
Format:	Website

www.teachit.co.uk/index.php?CurrMenu=132

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Advertising Uncut

Analysis of advertising techniques and target audience.

Supports:	OCR Level 2 Cambridge Technical Certificate/Extended Certificate/ Diploma in Media - Unit 1 OCR Level 3 Cambridge Technical Certificate/Introductory Diploma/ Subsidiary Diploma/Diploma/Extended Diploma - Unit 1
Cost:	Free
Format:	Website

www.channel4learning.com/support/programmenotes/micro/advertisinguncut/index.html

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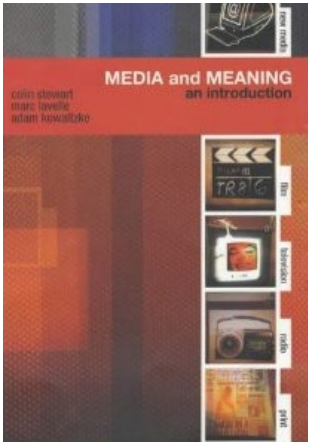
Media and Meaning



In depth overview of media concepts.

Supports:	OCR Level 2 Cambridge Technical Certificate/Extended Certificate/ Diploma in Media - Unit 1 OCR Level 3 Cambridge Technical Certificate/Introductory Diploma/ Subsidiary Diploma/Diploma/Extended Diploma - Unit 1
Cost:	£22.99 approximately
Format:	Book

www.amazon.co.uk/dp/0851708439

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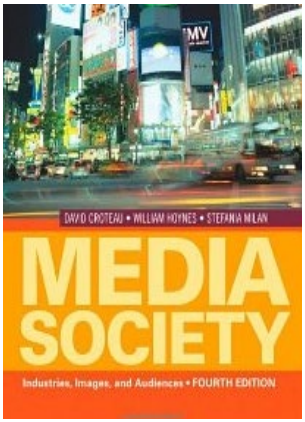
Media and Society



In depth overview of audience, ownership and regulation with a focus on current trends in digital media.

Supports:	OCR Level 2 Cambridge Technical Certificate/Extended Certificate/ Diploma in Media - Unit 1 OCR Level 3 Cambridge Technical Certificate/Introductory Diploma/ Subsidiary Diploma/Diploma/Extended Diploma - Unit 1
Cost:	£29.99/£22.49
Format:	Book and Ebook

www.amazon.co.uk/dp/1412974208

If you know of any resources that you think should appear here, or if you identify broken links please let us know. We would also like to hear from you with your feedback about your use of any of the resources listed here. Please contact us at

resourcesfeedback@ocr.org.uk

Camera Angles and Shots

In depth description of a range of camera shots.

Supports:	OCR Level 2 Cambridge Technical Certificate/Extended Certificate/ Diploma in Media - Unit 1 OCR Level 3 Cambridge Technical Certificate/Introductory Diploma/ Subsidiary Diploma/Diploma/Extended Diploma - Unit 1
Cost:	Free
Format:	Website

http://youtu.be/ZwbsYgZ7d-8

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About the Animation Industry

Overview of animation industry and techniques.

Supports:	OCR Level 2 Cambridge Technical Certificate/Extended Certificate/ Diploma in Media - Unit 1 OCR Level 3 Cambridge Technical Certificate/Introductory Diploma/ Subsidiary Diploma/Diploma/Extended Diploma - Unit 1
Cost:	Free
Format:	Website

www.creativeskillset.org/animation/overview/article_3768_1.asp

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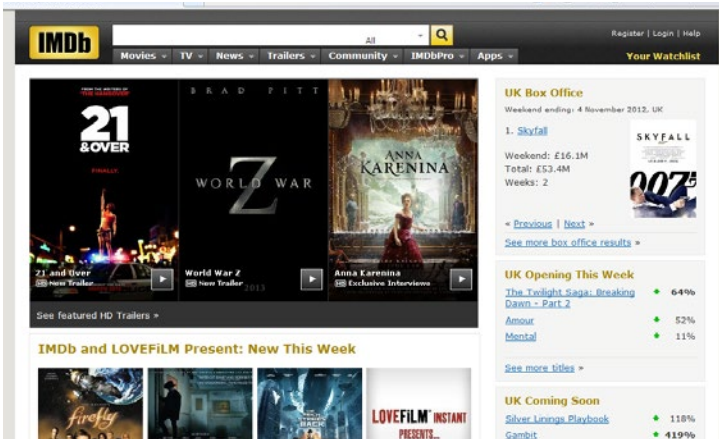
Internet Movie Database



Production and distribution information for film, TV and videogames.

Supports:	OCR Level 2 Cambridge Technical Certificate/Extended Certificate/ Diploma in Media - Unit 1 OCR Level 3 Cambridge Technical Certificate/Introductory Diploma/ Subsidiary Diploma/Diploma/Extended Diploma - Unit 1
Cost:	Free
Format:	Website www.imdb.com

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Box Office Mojo

Distribution information for film.

Supports:	OCR Level 2 Cambridge Technical Certificate/Extended Certificate/ Diploma in Media - Unit 1 OCR Level 3 Cambridge Technical Certificate/Introductory Diploma/ Subsidiary Diploma/Diploma/Extended Diploma - Unit 1
Cost:	Free
Format:	Website

http://boxofficemojo.com

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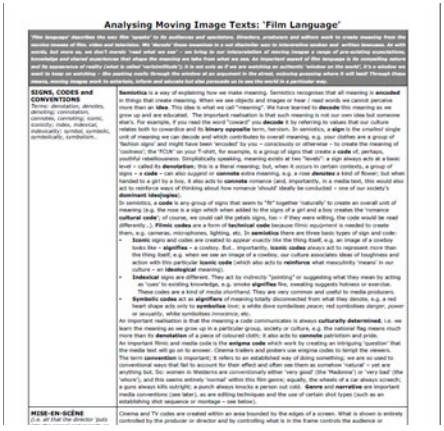
Analysing Moving Image Texts



Analysing Moving Image Texts: 'Film Language'

How to apply media language to the analysis of moving image media products.

Supports:	OCR Level 2 Cambridge Technical Certificate/Extended Certificate/ Diploma in Media - Unit 1 OCR Level 3 Cambridge Technical Certificate/Introductory Diploma/ Subsidiary Diploma/Diploma/Extended Diploma - Unit 1
Cost:	Free
Format:	Downloadable pdf

www.englishbiz.co.uk/downloads/filmanalysis.pdf

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Media Ownership

Overview of global media ownership.

Supports:	OCR Level 2 Cambridge Technical Certificate/Extended Certificate/ Diploma in Media - Unit 1 OCR Level 3 Cambridge Technical Certificate/Introductory Diploma/ Subsidiary Diploma/Diploma/Extended Diploma - Unit 1
Cost:	Free
Format:	Website

www.freepress.net/ownership/chart

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British Board of Film Classification

Overview of film, video and video game classification.

Supports:	OCR Level 2 Cambridge Technical Certificate/Extended Certificate/ Diploma in Media - Unit 1 OCR Level 3 Cambridge Technical Certificate/Introductory Diploma/ Subsidiary Diploma/Diploma/Extended Diploma - Unit 1
Cost:	Free
Format:	Website

www.bbfc.co.uk/education-resources

If you know of any resources that you think should appear here, or if you identify broken links please let us know. We would also like to hear from you with your feedback about your use of any of the resources listed here. Please contact us at

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Magazine content analysis

Codes and conventions of magazine cover design and general magazine production information.

Supports:	OCR Level 2 Cambridge Technical Certificate/Extended Certificate/ Diploma in Media - Unit 1 OCR Level 3 Cambridge Technical Certificate/Introductory Diploma/ Subsidiary Diploma/Diploma/Extended Diploma - Unit 1
Cost:	Free
Format:	Website

www.magforum.com/index.htm

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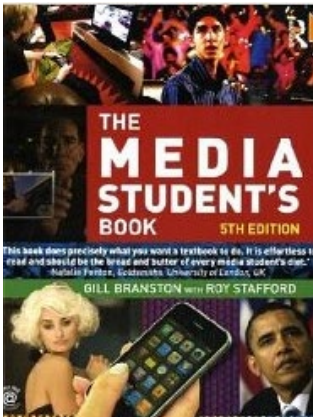
Media Student's Book



Comprehensive media textbook

Supports:	OCR Level 3 Cambridge Technical Certificate/Introductory Diploma/ Subsidiary Diploma/Diploma/Extended Diploma - Unit 1
Cost:	£18.49
Format:	Book/Ebook

www.amazon.co.uk/dp/0415558425

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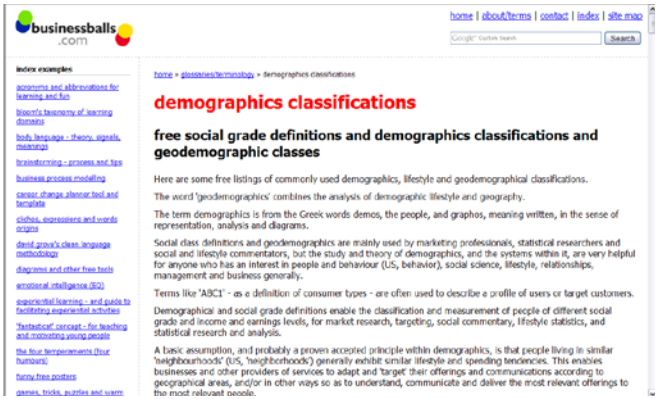
Demographics analysis



Overview of audience classifications

Supports:	OCR Level 3 Cambridge Technical Certificate/Introductory Diploma/ Subsidiary Diploma/Diploma/Extended Diploma - Unit 1
Cost:	Free
Format:	Website

www.businessballs.com/demographicsclassifications.htm

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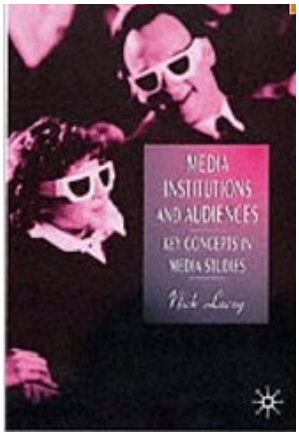
Media Institutions and Audiences



Analysis of media institutions, media distribution and audience profiles.

Supports:	OCR Level 3 Cambridge Technical Certificate/Introductory Diploma/ Subsidiary Diploma/Diploma/Extended Diploma - Unit 1
Cost:	£20.89 approximately
Format:	Book

www.amazon.co.uk/dp/0333658701

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- Introduction to Level 2 media

Level 2 and Level 3 Resources
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Level 3 Unit 1 - Analysing media products and audiences

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- Pan European Game Information
- OFCOM
- Advertising standards authority
- UK Tribes
- Media Theory
- Media Ownership and Control
- Media Essentials
- Advertising Uncut
- Media and Meaning
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MEDIA

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