

9th September 2016

Charlotte Bosworth
Director

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

Dear Charlotte

As an employer who employs staff in media occupations, such as specialist digital executives design and campaign roles, within the Digital Content for Interactive Media and Digital Media Practitioner for Product Development specialist pathways, I can confirm that I support the new 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 have reviewed the skills and knowledge content the learners will develop in completing the pathways listed below:

- Media products and audiences
- Pre-production and planning
- Interactive media product
- Create a digital animation
- Application of converging technology for a digital design Proposal

I believe that these qualifications cover the required skills, understanding and knowledge I would expect of an 18 year old entering employment in this sector or would also act as a foundation for progression when applying for related jobs or Apprenticeships in these disciplines.

Yours sincerely,

Chris Hyland
Company Director
4Ps Marketing