

## **OCR Level 3 Cambridge Technical Introductory Diploma in Media (600/6176/5)**

### **About this qualification**

This is a Technical Level qualification that is designed for learners aged 16-19 who want to study media where they can learn and be assessed in ways that are practical and relevant to the media sector. This qualification was developed in close collaboration with industry and is supported by both the sector skills council and a range of professional organisations/employers that represent the sector. It is designed to give learners the practical and creative skills that transfer easily into the workplace.

### **What skills and knowledge will be covered?**

Learners will take six units, made up of one core and five optional units. The core unit will provide an understanding of media institutions, products, production processes and technologies. Learners can then complete any five units from the range of optional units on offer to continue to develop their practical and creative skills in key areas in the media sector such as producing audio-visual products, 3D character modelling for animation, planning an advertising campaign, developing ideas for adaptations and pitching it to clients.

This qualification will introduce learners to key areas of the media sector such as printed/on-line media, TV and film, radio and music, games design and animation. It will also enable learners to develop a range of other desirable skills including research, project management, co-operative group work and independent learning.

### **Where could this qualification lead to?**

1. Entry into a wide range of Media careers, for example publishing, gaming or advertising.
2. An apprenticeship and/or training opportunity at Level 3 (advanced) or Level 4 (Higher).
3. On to further education in specific areas of media e.g. print and e-publishing, TV and film, radio, music and sound, games design and animation.
4. A higher education course. This qualification has a UCAS tariff of between 40 and 140 UCAS points – depending on the grade awarded - which could supplement additional Level 3 qualifications for entry to degree programmes.