Qualification title: **-** OCR Level 3 Cambridge Technical Extended Diploma in Digital Media

Qualification number: 603/0318/9

Who is the OCR Level 3 Cambridge Technical Extended Diploma in Digital Media for?

This qualification is for you if you're aged 16 years or over and want to develop your skills in preparation for employment in the Digital Media sector.

This qualification allows you to study Digital Media in a context that enables you to learn and be assessed in ways that are practical and relevant to the media sector. Employers have told us that they need people who are able to inform and practically contribute to media developments. This is from initial concept and product design through to full product development and launch, ensuring that products are meaningful, engaging and a true representation. They have also identified future skills gaps and converging job roles that the rapidly evolving creative media industry is experiencing due to the demands of new and emerging digital technologies. Therefore, this qualification has been designed to give you comprehensive skills and knowledge, not available in the smaller qualification sizes. This allows you to develop skills in digital media concept and production development, including specialist research to support and inform media developments, exploiting converging technologies to improve access to and reach within new markets. You'll develop specialist knowledge, understanding and skills in your chosen area, to prepare for employment in the digital media sector with the flexibility to adapt rapidly to the evolving job roles that the developments in the digital industries require, such as programme researchers, support researchers, studio assistants, assistant sourced media editors and apprenticeships such as assistant technical director and research internships.

It could also provide a route to a higher education media-related programme such as Digital Media, Media Production, Media and Communications, Journalism and Media, Digital Marketing.

The qualification is designed to fill a complete two-year study programme. It is equivalent in size to 3 A levels.

What does this qualification cover?

You will be required to take 16 units; 8 units are mandatory and 8 are optional units of your choice.

Everybody will take units on:

- Media products and audiences
- Pre-production and planning
- Create a media product
- Social media and globalisation
- Interactive media product
- TV and short film production
- Research for product development
- Application of converging technologies within digital design proposals

These units will develop your understanding of how different media institutions operate using converging technologies to creatively develop content for innovative products that appeal to specific target audiences and channels. They'll gain knowledge, understanding and skills of the core production processes and creatively propose, plan and develop a media product within their chosen specialism. They'll also understand the ways that social media products and digital technologies have created a globalised, connected society and how these are used by media producers. The units also develop transferable skills such as planning, communication, adaptability and leadership.

You'll choose to study optional units from the Digital Practitioner for Product Development pathway depending on the career you wish to pursue. For your optional units, you will choose from Journalism and the news industry, Photography for digital media products, Comics and graphic novel storytelling, Create a digital animation, 3D digital modelling, Games development, Create audio- visual promos, The creation and use of sound in media, Radio production, Visual and special effects, Cinematography, Advertising Media, Plan and deliver a pitch for a media Product and Create a Personal Media Profile. Your selection of units will depend on your chosen progression routes or preferred sectors you'll be able to apply any transferrable core skills practically to your wider activities.

Other skills that you'll develop include team working, communication, research and market awareness, planning and organising, adaptability and critical evaluation.

What could this qualification lead to?

The types of job roles this pathway could lead to include programme researcher, support researcher, studio assistant, assistant sourced media editors and apprenticeships such as assistant technical director and research internships.

Employer Engagement

You'll 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. They might ask an employer from the digital media industry to come in to talk to your class about how they use the skills you are gaining or you may have the opportunity to have work experience in a media-based organisation.

Is this qualification right for me?

This qualification is part of a suite of Cambridge Technicals in Media at Levels 2 and 3.

Normally, you would choose one of the OCR Level 3 Cambridge Technicals in Digital Media because you have successfully gained Level 2 qualifications in a similar or related subject. It is also recommended that you have a grade 4/grade C or above in maths and English GCSEs. There are no formal entry requirements for this qualification.

There are five sizes of qualification available within the Level 3 Cambridge Technicals in Digital Media suite:

- OCR Level 3 Cambridge Technical Certificate in Digital Media (similar in size to one AS level)
- OCR Level 3 Cambridge Technical Extended Certificate in Digital Media (similar in size to one A level)
- OCR Level 3 Cambridge Technical Foundation Diploma in Digital Media (with specialist pathways) (similar in size to one and a half A levels)
- OCR Level 3 Cambridge Technical Diploma in Digital Media (with specialist pathways) (similar in size to two A levels)
- **OCR Level 3 Cambridge Technical Extended Diploma in Digital Media (with specialist pathways) (similar in size to three A levels)**

This qualification is a similar size to three A levels and it's the largest of the qualifications in this suite. You'll be taking more units that will enable you to broaden your knowledge and skills, positioning you more objectively as an effective team player and collaborator on agile cross-media product implementations. It will be the sole qualification in your study programme in preparation for employment or further study in the Media sector via apprenticeships or higher education.

The Diploma is a smaller-sized qualification in this suite. As you will be taking specialist pathway units it will enable you to increase the breadth and depth of your knowledge, understanding and skills in the chosen pathway. It will be the main qualification in your study programme, although you could achieve other qualifications to complement this one, whether vocational or academic, in preparation for employment or further study in the Media sector via apprenticeships or higher education.

The Foundation Diploma is the smallest-sized Tech level qualification; you would still follow a specialist pathway but will take fewer units. It will provide you with the flexibility to achieve other qualifications in your study programme, whether vocational or academic, in preparation for employment, apprenticeship or further study in this sector (via higher education).

The Extended Certificate is similar in size to one A Level but it does not contain specialist pathways; it contains units which provide the breadth of knowledge, understanding and skills to prepare you for further study in this sector.

The Certificate is the smallest qualification and would give you an introduction to the digital media sector and would support other vocational or academic qualifications with a view to progress to higher education or further study.

Who supports this qualification?

The following employers and professional bodies support this qualification:

Gabrielle Media Services
Showroom Workstation
Word of Mouth Productions
South Yorkshire Filmmakers Network
Cambridge TV
The Rural Media Company
Super Being Labs
4Ps Marketing
LSECT

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

Further information

To find out more about the OCR Level 3 Cambridge Technical Extended Diploma in Digital Media please refer to the centre handbook available on the OCR website.

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.