Qualification Title: OCR Level 3 Cambridge Technical Certificate in Digital Media

Qualification Number: 601/7258/7

Overview

This qualification is designed for you if you're 16 years old or over and want to study digital media concept and product development.

It's designed to be taken alongside other vocational qualifications or A levels, such as Cambridge Technicals in Business, A level English or Art and Design, or Cambridge Technicals in Performing Arts within your 16-19 study programme, primarily to support the main subjects you are taking.

Achievement of this qualification can support you to go on and study in a Higher Education Institution either on relevant Media degrees or to support progression on to other degree courses.

What does this qualification cover?

You'll take three units, made up of two mandatory and one optional unit. You'll study the following mandatory units:

- Media products and audiences
- Create a media product

These units will develop your understanding of how different media institutions operate to create products that appeal to specific target audiences; you'll also gain knowledge and understanding of the production processes and create a media product. Through this you'll develop transferable skills such as planning, communication, adaptability and leadership.

The optional units provide you with the opportunity to broaden your knowledge, understanding and skills in areas such as, planning and delivering a pitch or writing a script for media product.

Is this qualification right for me?

This qualification is part of a suite of Cambridge Technicals in Media/Digital Media at Levels 2 and 3. Normally, you would choose one of the OCR Level 3 Cambridge Technicals in Digital Media because you've successfully gained Level 2 qualifications in a similar or related subject. But there are no formal entry requirements for this qualification.

There are five sizes of qualification available in 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 the smallest in the suite, similar in size to an AS level, so you would take this alongside your main subjects in your study programme. The units you take provide you with an introduction to the digital media sector, including product development and help build the transferable skills to prepare you to study in a Higher Education Institution, either on a media-related degree course or to support an application for a range of other degree courses, as it would complement the other subjects you take in your study programme.

If you want to take a larger qualification the Extended Certificate, similar in size to one A Level, will provide access to further units to provide breadth of knowledge, understanding and skills in digital media, again to prepare you to study in a Higher Education Institution either on an media-related degree course or to support an application for a range of other degree courses.

The other qualifications in this suite, the Foundation Diploma, Diploma and Extended Diploma, are different as you will follow a specialist pathway. This will allow you to tailor your learning to a specific area in the digital media sector, to prepare you for employment or to move onto an apprenticeship programme in that area. They will also prepare you to study relevant media degrees in a Higher Education institution.

Who supports this qualification?

The following Universities support this qualification:

- Arden University
- Coventry University
- University of Lincoln

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

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 you with the knowledge and skills needed for the future, helping you to achieve your full potential.