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

Qualification number: 601/7261/7

Overview

This qualification is designed for you if you're 16 years old or over and want to study digital media concept and production development it allows you to specialise in either digital content for interactive media or moving image and audio production.

You'll develop specialist knowledge, skills and understanding in your chosen area, to prepare you for employment in the digital media sector in job roles such as digital layout artists, assistant animators, production runners, freelance crew.

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 or Digital Marketing.

This qualification has been designed to be the main part of your study programme. It can be complemented by other Level 3 qualifications such as Cambridge Technicals in Business, A level English or Art and Design, or Cambridge Technicals in Performing Arts.

What does this qualification cover?

You'll choose to study units from one of two specialist pathways depending on the career you wish to pursue. The two pathways are:

- Digital Content for Interactive Media
- Moving Image and Audio Production

You'll take between 11 and 13 units, five mandatory and between six and eight optional units (depending on the size of units you choose).

There are four mandatory units that are in all pathways; Media products and audiences, Pre- production and planning, Create a media product and Social media and globalisation. These units will develop your understanding of how different media institutions operate to create products that appeal to specific target audiences. You'll gain knowledge and understanding of the pre-production, planning and production processes and go on to create a media product. You'll also understand the ways that social media products 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.

In addition, you are required to complete the designated mandatory unit for your chosen pathway and between six and eight optional units.

Digital Content for Interactive Media pathway

The type of job roles this pathway could lead to are digital layout artists, digital graphic designers, assistant computer graphics modellers or assistant animators.

The knowledge, understanding and skills you'll acquire in this pathway will enable you to use your creative flair to develop content for innovative media products.

You'll take the designated mandatory unit for this pathway - Interactive media product. In this unit you'll understand how interactive multimedia products are used and learn how to design, create and test an interactive product.

As part of this pathway the optional units you can take are Journalism and the news industry, Photography for digital media products, Comics and graphic novel storytelling, Create a digital animation, 3D digital modelling, Game development and Graphic design for digital media products. Depending on the units you choose you could explore the different techniques used to produce animations or gain practical skills in games development by planning and producing a functional level of a new computer game.

Other skills that you will develop include team working, communication, planning and organising, and adaptability.

Moving Image and Audio Production pathway

The type of job roles this pathway could lead to are runners, assistant camera operator, assistant lighting camera person, freelance crew or promoters at festivals and live music events.

The knowledge, understanding and skills you'll acquire in this pathway will enable you to develop production skills and techniques to create moving image and audio media products.

You'll take the designated mandatory unit for this pathway - TV and short film production. In this unit you will develop a TV programme or short film from proposal to screen test, including recording and editing.

As part of this pathway the optional units you can take are Create audio-visual promos, The creation and use of sound in media, Radio production, Visual and special effects, Cinematography and UK broadcasting. Depending on the units you choose you could learn how to record cinematic quality footage including lightening techniques and editing or recording and editing sound elements for use in a soundtrack.

Other skills that will be developed include working in a team, communication, adaptability and evaluation.

Whichever pathway you choose, you'll have opportunities to find out from employers how the skills and knowledge you'll acquire are used in work. Your school or college will decide how this will happen. They might ask an employer from the digital media industry to come in to talk to you 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/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 a similar size to two A levels. As you will be taking more units it will enable you to increase the breadth and depth of your knowledge, skills and understanding in your 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 this sector via apprenticeships or higher education.

The Extended Diploma 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 Foundation Diploma is smaller in size; 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 support your main subjects in your study programme to prepare you for further study.

Who supports this qualification?

The following employers support this qualification:

Digital Content for Interactive Media pathway

4Ps Marketing

Gabrielle Media Services

The Rural Media Company

Super Being Labs

Moving Image and Audio Production pathway

Cambridge TV

Gabrielle Media Services

Orion Media

The Rural Media Company

Showroom Workstation

South Yorkshire Filmmakers Network

Super Being Labs

Word of Mouth Productions

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.