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

Qualification Number: 601/7259/9

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.

Achievement of this qualification can support you to go on and study in a Higher Education Institution either on relevant Media degrees such as Digital Media, Media Production, Media and Communications, Journalism and Media or Digital Marketing or to support progression on to other degree courses.

What does this qualification cover?

You'll take between five and seven units, three mandatory and between two and four optional units (depending on the size of units you choose).

You'll study the following mandatory units:

- Media products and audiences
- Pre-production and planning
- 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 pre-production, planning and production processes and go on to create a media product. Through this you'll develop transferable skills such as planning, communication, adaptability and leadership.

The optional units provide the opportunity to broaden your knowledge, understanding and skills in key areas such as, Social media and globalisation, Journalism and the news industry or Advertising media.

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 same size as one A Level so you will have the flexibility to achieve other qualifications alongside it. You'll take units which provide the breadth of knowledge, understanding and 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.

You would take the Certificate if you were looking for a smaller qualification that could complement the main subjects in your study programme and prepare you for further study.

The Foundation Diploma, Diploma and Extended Diploma are larger qualifications, similar in size to one and a half, two and three A levels respectively. The 'Diploma' qualifications are different from the 'Certificates' as you would follow a specialist pathway. This would allow you to tailor your learning to a specific area in the media sector, to prepare you for employment or to move onto an apprenticeship programme in that area. They would 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.