# OCR Level 3 Cambridge Technical Extended Certificate in Digital Media

**Vision Statement**

Digital media aims to “inspire creative, skilled and reflective media students who are prepared for the rapidly evolving digital and creative industries”.

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**Curriculum Intent**

The Cambridge Technical in Digital Media is designed to provide students with both the theoretical understanding and practical experience required within the modern creative industries. Through the study of 6 Units, students develop a broad appreciation of media production alongside specialist skills in planning, creating and evaluating digital products. The curriculum reflects current industry practice, encouraging students to work creatively while meeting professional standards and client expectations.

The curriculum is carefully sequenced to build confidence and competence over time. Students begin by developing an understanding of the media industry, audiences, legislation and professional practice through Unit 1, alongside essential pre-production planning skills in Unit 2 and visual communication principles in Unit 3. These core units establish the foundations required for successful creative production, ensuring students understand not only how media products are created but also why particular creative and technical decisions are made.

As students progress into the specialist units—Advertising  Campaigns (Unit 20), Scripting for Media Products (Unit 22) and Personal Media Profiles(Unit 23)—they apply their knowledge through increasingly authentic project briefs. Students learn to interpret client requirements, manage production workflows, utilise industry-standard software and evaluate the effectiveness of their own work. They are encouraged to experiment creatively, respond constructively to feedback and refine their products through an iterative design process that mirrors professional practice.

Throughout the course, students develop transferable skills that are highly valued by universities and employers. These include creative problem-solving, communication, collaboration, project management, research, digital literacy and independent working. Regular opportunities to work to deadlines, present ideas, justify creative decisions and reflect on their performance help students develop resilience, adaptability and professionalism within a vocational context.

The curriculum also promotes responsible and ethical media production. Students consider issues such as representation, diversity, accessibility, copyright, intellectual property, regulation and the impact of digital technologies on society. By engaging with contemporary media products and emerging technologies, students gain an appreciation of the constantly evolving nature of the creative industries and the responsibilities of media producers.

Ultimately, our intention is that students leave the course as confident, creative and technically capable digital media practitioners. Whether progressing to university, higher apprenticeships or employment within areas such as digital marketing, content creation, film, television, games, web design or graphic communication, students will possess the knowledge, practical skills and professional behaviours needed to thrive in the creative industries and continue developing throughout their careers.

**Why study Digital Media at The Sixth Form at Ridgewood?**

- Digital Media is a relatively new course at Ridgewood Sixth Form but has already proved to be a popular choice for our students in sixth form
- The Digital Media course covers a wide range of centre assessed units with practical and wider project-based assessment opportunities, as well as examined units
- Students will practically apply their skills and knowledge in preparation for further study, apprenticeship or the workplace, and the course will allow their creativity and flair to be harnessed in the design and production of media products used within the industry

**What topics will I study in this subject?**

| Topic | What this means |
|---|---|
| Unit 1: Media Products and Audiences | The aim of this unit is for students to develop their understanding of how different media institutions operate in order to create products that will appeal to specific target audiences. Students will learn about the different ownership models within media industries, and they will learn how to analyse different media products within the sector in order to understand the fundamentals of how meaning is created for audiences. Students will learn about how audiences are categorised, researched and targeted by media producers. They will also learn about how media institutions distribute and advertise their products to audiences |
| Unit 2: Preproduction and planning | By completing this unit, students will understand the pre-production process the creative media industry follows when creating a product. They will learn how to carry out research in the planning stage of a media production and about the various acts of legislation that need to be considered. Students will also learn about the constraints that need to be considered when planning a new media production, including timescales and resources. They will understand how to create preproduction documents in relation to client requirements and how to plan projects to meet these needs. |
| Unit 3: Create a media product | The aim of this unit is for students to develop knowledge and understanding of the production processes of producing a media product. Students cover planning, pre-production, production and post-production for a print product. |

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| Unit 22: scripting for media products | Scripts are an integral part of the majority of media productions from live theatre, film, television, comic books and even computer games. Good scripts are essential to ensure that a narrative flows well and a story is brought to life. By completing this unit students will understand scripts and the part they play in a range of media products. Students will be able to generate a range of ideas and then use one of these ideas to produce a script for a media product, in response to a client brief |
| Unit 23: Personal Media Profile | Students plan and repurpose previously created content for their own personal media profile. This can then be used as an online CV or portfolio for future job applications. |
| Unit 20: Advertising media | Understanding advertising campaigns and how audio-visual, print based or audio advertising media are used within them.<br><br>You will plan and create your own advertising campaign |

**What skills will I need in this subject?**

| **Skill** | **What this skill involves in this subject** |
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| Research | Throughout the two year course you will be expected to conduct your own independent research into topics and real world uses of Digital Media. |
| Timekeeping | Across the two years there are four coursework units so you need to be able to use your time well and meet deadlines. |
| Creativity | You will need to be able to create your own products from your own ideas and develop them |

**What will my lessons involve?**

- During both years of the course your lessons will be split 50-50 between being focused on the exam units and the coursework units
- You will be tested in mock exams throughout the year to prepare you for these
- Most exam lessons involve explanation and discussion of a new concept, followed by further research of the topic and real world uses and applications, then practice questions on that concept.
- During coursework lessons, you will be introduced to a new topic and problem and then a number of your lessons will be for you to independently work on your coursework units with guidance from your teachers
- Frequently you will look at case studies related to the content

**What will my independent study involve?**

- You will be given regular work to do; this could involve research of an area or a new topic, practice questions or mini projects
- You will need to spend considerable time checking over your notes to ensure you understand the content
- During both years you will need to spend most of your time working on your coursework.
- Finally you will need to spend time doing exam practice and becoming familiar with the mark schemes and questions

**How will I be assessed?**

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| Percentage exam assessment: 50% | Percentage coursework assessment: 50% |

| **Assessment** | **Details of assessment** |
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| Unit 1: Media Products and Audiences | Exam – 1 hour 30 minutes (80 marks) – 25% of overall mark |
| Unit 2: Pre-production and planning | Exam – 1 hour 30 minutes (80 marks) – 25% of overall mark |
| Unit 3: Create a media product | Coursework – 16% of overall mark<br>5 Pass tasks, 4 Merit tasks, 1 Distinction task |
| Unit 22: scripting for media products | Coursework – 8% of overall mark<br>4 Pass tasks, 1 Merit tasks, 1 Distinction task |
| Unit 23: Personal Media Profile | Coursework – 8% of overall mark<br>5 Pass tasks, 2 merit tasks, 1 Distinction task |
| Unit 20: Advertising media | Coursework – 16% of overall mark<br>4 Pass tasks, 3 Merit tasks, 2 Distinction tasks |

**How do I know this is the right course for me?**

- Students considering the course will need to be able to write extended, evaluative pieces of writing
- In addition to this, you will also need to be able to learn a vast amount of technical terminology for each of the exams
- If you are interested in aspects of media production or media businesses, you will find something on this course for you.
- You will need to be creative as you will be creating products based on your own ideas.

