Brigshaw SIXTH FORM

Level 3 Extended Certificate (OCR)

DIGITAL MEDIA - CAMBRIDGE TECHNICAL

The Digital Media course follows on from the Cambridge National in Creative iMedia, it is about the creation of Multimedia and Cross-Media products. Pupils will learn, using traditional IT skills, how to plan, script, create and present/pitch a series of Digital Media Products. They will create a portfolio of evidence that can then be shown to a prospective employer.

FUTURE OPPORTUNITIES

This course would leave students with the ideal foundation to study Media and Media Production at a degree level or go into any of the creative media industries, from film making to advertising. The skills acquired through Digital Media complement most careers, however some of the possible career paths include: Marketing consultant, Graphic Designer, Script editor, Director, Producer, Video or Audio Editor, plus many more creative media roles.

ENTRY REQUIREMENTS

GCSE:

Minimum requirement: Grade 5 in Maths/English or 5 in Media Studies or Merit in Creative iMedia

CONTACT:

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COURSE CONTENT & ASSESSMENT

The course covers Creation of Digital Media Products for different audiences, including the pre-production and planning, scripting and finally the pitching / presenting of a completed product.

Students will use traditional IT skills in order to create a range of multimedia components to create one cross-media product.

Students will learn how businesses and organisations use media, how they tailor their media output for set audiences in order to entice them and gain brand loyalty.

HOW IS THE COURSE ASSESSED?

The course is a practical course with Six units, two examined and four internally assessed (coursework) units.

- **Pre-Production & Pitching**
- **Video & Audio Production**
- **Digital Graphic Design**
- **Audience Research & Media Strategy**

EXAMINATIONS

Two written exams:

- **Media products and audiences**
- **Pre-production and planning**

Four coursework units:

- **Create a Media Product**
- **The creation and use of sound in media**
- **Plan and Deliver a Pitch for a Media Product**
- **Scripting for Media Products**

The six units are graded as Distinction, Merit or Pass, with the six grades being put together to create a final overall grade.