

# Subject: Media Studies

## Level: OCR Cambridge Technicals in Media Studies



### What is a OCR Cambridge Technical in Media Studies?

Cambridge Technicals are vocational qualifications that are designed to be work-focused alternative to A Levels. They've been designed to give students the opportunity to demonstrate and develop the practical application of knowledge and understanding of Media. Students will also have the chance to develop research skills and to work independently. The assessment for the qualifications is task-based, so there is no need to take exams to achieve a Cambridge Technicals qualification.

### What kinds of topics will I be studying on the Extended Certificate course?

#### Mandatory units:

Media products and audiences – an introduction to how the Media industry works, how products are aimed at audiences and how they are distributed and advertised.

Pre-production and planning – a unit that focuses on how media products are researched and planned to make them as appropriate and profitable as possible with targeted audiences.

Create a media product – students will create an audio-visual media product (documentary, film, TV show), drawing on knowledge gained from the first two units

#### Optional units:

Options are: Creation and Use of Sound in Media, Creating a Personal Media Profile, Plan and Deliver a Pitch, Social Media and Globalisation

### What will my final qualification be?

Your final qualification in Year 2 will be a Cambridge Technicals Extended Certificate in Media (equivalent to one A Level). This qualification is awarded by OCR.

### How will my work be assessed?

These qualifications are all coursework based and use a range of assessment methods. Your work will be internally assessed by staff at Nobel who will grade your portfolio work Pass, Merit or Distinction. Each unit will be given a point score towards the final grade, which is confirmed by an external moderator.

### What other subjects combine well with this course?

The Cambridge Technicals Extended Certificate in Media combines well with most AS and A Level subjects. You would not be advised to take this course alongside A Level Media Studies or combine it with any other vocational subjects.

### Where might it lead?

Many students go on to prestigious media production and journalism degrees. However, a number of students choose to follow other academic and career interests.

### Will I need any specialist materials or equipment?

We have practical resources available for you to borrow from the IT Suite or the Media Department. However, if you have your own equipment or are planning to get a video camera, then we can advise you on recommended models that will work effectively with our editing systems. There are some costs incurred in this subject as we encourage you to purchase a SD memory card and USB memory stick.

### What is the difference between OCR Cambridge Technicals Extended Certificate in Media and A Level Media Studies?

If you like a mix of academic and practical learning then AS Media Studies is more likely to suit you. However, if you are highly organised and motivated and prefer the idea of a course that is 100% continuous assessment, then OCR Cambridge Technicals Media might be the right course for you.

The Extended Certificate course is suitable for those who are looking towards a media-focused career as it provides the opportunity to study and learn a wide range of media-related skills. This option requires particularly good organisational skills, a strong set of GCSE results and the ability to manage time and work to deadlines.