



# Level: Level 3 Cambridge Technical Extended Certificate

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## What is an OCR Cambridge Technical in Digital Media?

Cambridge Technicals are vocational qualifications that are designed to be work-focused alternative to A Levels. They have 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.

## What 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 will be a Cambridge Technicals Extended Certificate in Media (equivalent to one A Level).

## 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 A Level and applied 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.