



Cambridge Technicals in Digital Media

Level 3



Entry Requirements:

At least a B/6 grade at GCSE in Computer Science or 'Merit at Level 2' in Creative iMedia. Consideration can be given to individuals who did not do ICT at KS4. It is advisable to have achieved at least a B/6 in mathematics for students wishing to do A level Computer Science.

"A student who would enjoy studying Level 3 Creative Media or A Level would have a keen interest in New Technologies, enjoy reading about computing and computer media issues and how computing and computer media is used in different environments and the impact it has on society. You should have an analytical mind and enjoy investigating its uses. You may be looking to follow a degree course in Creative Media, Computer Science, Business or an apprenticeship based around Computing"

The Level 3 Cambridge Technicals in Digital Media offers specialist pathways in digital content for interactive media, and moving image and audio production. Students will apply their practical skills and knowledge in preparation for further study, Higher Education or the workplace. The course has been designed in collaboration with experts spanning the breadth of the sector, the Cambridge Technicals in Digital Media focuses on the skills, knowledge and understanding that today's universities and employers demand.

How is it graded?

Every unit achieved will be graded as pass, merit, or distinction. Learners who don't achieve a pass in a unit will be unclassified. A learner must get at least a pass for every unit to be awarded the qualification they have entered for.

Cambridge Technical Extended Certificate in Digital Media

GLH = Guided Learning Hours

- 360 GLH – equivalent to one A level in terms of size and UCAS tariff award
- 2 x 90 GLH units (externally examined),
- 1 x 60 GLH centre-assessed unit moderated by OCR
- Plus an appropriate combination of 30 GLH and 60 GLH units.

Learners will study the following mandatory units:

- Media products and audiences 90glh
- Pre-production and planning 90glh
- Create a media product 60glh

These units will give learners an understanding of how different media institutions operate to create products that appeal to specific target audiences. They'll gain knowledge and understanding of the pre-production, planning and production processes and go on to create a media product. Through this learners will also develop transferable skills such as planning, communication, adaptability and leadership.

Students will then work through a selection of remaining units to make up the 360 GLH.

William Brookes Sixth Form

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Key to units for this qualification

M = Mandatory	Learners must achieve all of these units
O = Optional	Learners must achieve units totalling 120 GLH
E = External assessment	We set and mark the exam
I = Internal assessment	You assess this and we moderate it

Unit no.	Unit title	Unit ref. no. (URN)	How are they assessed?	Guided learning hours (GLH)	Mandatory or optional
1	Media products and audiences	R/507/6387	E	90	M
2	Pre-production and planning	Y/507/6388	E	90	M
3	Create a media product	D/507/6389	I	60	M
6	Social media and globalisation	D/507/6392	E	60	O
7	Journalism and the news industry	H/507/6393	I	60	O
16	The creation and use of sound in media	A/507/6402	I	60	O
20	Advertising media	R/507/6406	I	60	O
21	Plan and deliver a pitch for a media product	Y/507/6407	I	30	O
22	Scripting for media products	D/507/6408	I	30	O
23	Create a personal media profile	H/507/6409	I	30	O
24	Cross media industry awareness	Y/507/6410	I	30	O

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