

# Media Technical

## Cambridge Technical Introductory Diploma Level 3

### General Information

Media study visit to London

This two year Cambridge Technical Introductory Diploma course is part of a new generation of vocational courses aimed at people who enjoy learning in a practical, work-related way.

The course is ideal for you if you are interested in learning about the media and wish to follow a career in the creative media industries. It will provide you with technical skills in video production, print production and photography.

You will explore the creative media sector and conduct research for media projects. You need to be interested in the media, to enjoy consuming, analysing and making a variety of media products.



### Entry requirements

It is strongly recommended that you have a grade 4 in GCSE English.

In this subject, particular skills and aptitudes will be required, many of which will be demonstrated by students' GCSE profiles.

Entry requirement and subject content might be changed in light of curriculum reform.

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### Course content

#### Introductory Diploma in Media

which is the equivalent to one A Level

The core unit focuses upon Analysing Media Products and Audiences, whilst the other units have a strong focus on practical assignments in both Print and Moving Image.

Each unit consists of several tasks / assignments which must be completed successfully. The course can be successfully completed at a pass, a merit, or a distinction, and is graded in the following way: P, M, D, D\*

The units are practical in nature and there are no exams. All work is internally marked by tutors but is also externally moderated. Assessment on this course is continuous and requires the ability to work to tight deadlines. Expectations are high, but you will receive excellent support from the dedicated team members who deliver the course.

The Introductory Diploma is made up of six units. Three are taken in the first year and three in the second.

You will find this course to be both rewarding and challenging as you gain new skills and develop further those that you already have in an atmosphere that reflects the 'real world' rather than a classroom. All learning takes place within dedicated Apple Mac rooms where creativity is at the forefront of all that you produce. The software we use will be Adobe Suite (Photoshop, InDesign and Premiere Pro).

The media department runs a number of trips and visits to support your studies e.g. a visit to Warner Bros studios, residential or day trips to London, and excursions to media companies such as TV studios and other tourist attractions.

### Benefits are:

- Cambridge Technical courses are exam-free so suit all learning styles
- Includes hands-on practical experience based upon production briefs.

#### Where might it lead?

On successful completion of this course you may progress to University to study a creative degree or move into employment or an apprenticeship in the media industry. Past students opting to extend their media knowledge after the course have chosen university courses in the following areas: animation, TV production, radio production, multimedia technology, web design, public relations, fashion, advertising, journalism, communication studies and scriptwriting. Some students use the skills they have gained on the course to find employment. A small number of students have entered directly into media related training and employment programmes at the Northern Echo and the BBC.

#### What will my final qualification be?

At the end of the programme you will receive a Level 3 Cambridge Technical Introductory Diploma in Media awarded by OCR.

### Frequently asked questions

#### ■ Is this the right course for me?

Ask yourself these questions:

- Do I enjoy coursework?
- Am I creative?
- Am I interested in film / TV / video production, photography and magazine design?
- Do I want to work hard?

If the answers to these questions are 'yes' then this is the course for you.