

Media Technical

Cambridge Technical Introductory Diploma Level 3

General Information

(Exam board – OCR)
(Specification code: 05389)

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.

Clear topics or set texts or theories/theorists students will be studying:

The course is 100% coursework, and we do 3 units in the first year, and 3 units in the second year.

In the first year we do:

- Unit 1 – *Analysing Media Products and Audiences* - Student choose a TV institution to research, such as BBC, ITV or Channel 4, and then analyse a TV show from that channel in great detail. Students can choose their own TV show.
- Unit 15 – *Print-based advertising media* and Unit 18 – *Audio-Visual based advertising media* - Unit 15 & 18 are combined, and students work for a real life client, to create an advertising campaign of both print products, ad a TV advert. They take the photos themselves and create the advert on Photoshop, and film their advert themselves and edit it together on Premier Pro. Clients set their briefs, which can vary from Mind Darlington asking students to raise awareness of mental health issues in young people, Show Racism the Red Card, to promote awareness of racism in young people, E-Safety Awareness, Darlington Police, Contact the Elderly, Coppafeel & NHS.

In the second year we run another 3 units, but all 3 are combined, where students research, plan and produce a magazine of their own choice throughout the year.

- Unit 13: *Planning and pitching a print-based media product* - Plan a magazine front cover and double page spread and back cover.
- Unit 14: *Producing a print-based media product* - Produce a magazine front cover, contents page, double page spread and back cover.
- Unit 30: *UK media publishing* – research into a magazine publisher, and create front cover and DPS

Assessment details for the whole course – exams and NEA:

With the course being 100% coursework, we continually assess all year round. Unit grades are submitted to the board twice a year.

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.