



Digital Media

Exam Board: OCR Cambridge Technical Level 2 Extended Certificate

Contact teacher: Mr Daniel Downie

Why study Digital Media?

The overall aim of the Digital Media course is so that students gain an understanding of how different businesses and organisations in the media sector work. When it comes to progression or employment, students will learn about the variety of opportunities available to them, and the roles and responsibilities of media businesses and organisations within the sector. This will make sure students develop clear ideas about where they might like to take their career and what progression routes they'd like to follow.

5 reasons to study at Midhurst Rother College

1. Industry experienced teaching staff
2. Innovative teaching and learning
3. Excellent links to industry
4. Dedicated course related computer rooms and systems
5. Free industry standard software for students

Course details

Our Cambridge Technical in Digital Media helps students develop the knowledge and practical skills required in the digital media industry. Students gain hands-on experience of the production process, developing their ideas from planning, through editing and post-production, to final presentation. The aim of Computer Science is to encourage candidates to develop:

Students will cover a range of topics vital for working in the digital media industry. These include:

- Media Products and Audiences
- Pre-Production and Planning
- Creating a Media Product
- Advertising Media
- Social Media and Globalisation (tbc)
- Plan and Deliver a Pitch for a Media Product (tbc)
- Scripting for Media Products (tbc)

Students will explore and discover the latest trends in digital media and have the opportunity to develop their skills using the latest digital software, such as Photoshop, Illustrator, InDesign, Dreamweaver and Animate.

Students will be challenged to produce digital media products to a professional level standard.

How is the course taught and assessed?

Digital Media Cambridge Technical by OCR is a brand-new course starting at MRC in 2021. There are 3 mandatory units and 2 optional units that make up the course. The mandatory units are detailed below:

01 Media Products and Audiences

assessed by 2hr examination

- Ownership Models of Media Institutions
- Media Product Advertisement
- Meaning in Digital Products
- Target Audiences
- Legal and Ethical Issues

02 Pre-Production and Planning

assessed by 2hr examination

- Planning for a Media Product
- Client Requirements
- Pre-production Planning
- Pre-production Documents

03 Create a Media Product

coursework unit

Media products have a range of different purposes. Whether it is to advertise and promote a product or service, inform an audience of a cause, or engage and entertain an audience. The aim of this unit is for students to develop knowledge and understanding of the production processes for producing one of the following media products: Print-based; Audio-visual or Audio.

The two optional units will be decided at the beginning of the academic year, once the course begins.

Entry requirements

Students must meet the College entry requirements. Ideally, students will have studied Creative iMedia, Photography or an Art based subject during KS4. Students that do who are creatively minded will be likely to be successful at Digital Media.

Students should be aware that there will be written elements to the course requirements, so should be confident in long form essay-style writing.

Career routes and popular combinations

This course is suitable for anybody wishing to pursue a career in either the digital and creative media industry, seeking a University place or an apprenticeship. Digital Media covers a wide range of industries including graphic design, website development, video game design, film making, advertising, radio production, social media and much more. The Digital Media course is a great stepping-stone for those students interested in these areas.

Please visit <https://nationalcareers.service.gov.uk/job-categories/creative-and-media> to find out more about roles in the creative and media industries.