



Level 3 Cambridge Technical Extended Certificate in Digital Media

The Level 3 Cambridge Technical Extended Certificate in Digital Media is suitable for all students who wish to build upon their L2 Creative i-Media qualification, the course includes a range of centre assessed units with practical and wider project-based assessment opportunities, as well as examined units on Media products and audiences, Pre-production and planning, Social media and globalisation, and Research for product development. Through practically applying your skills and knowledge this course will help support further study in further education, apprenticeship or the workplace.

Qualities and qualifications needed

No formal entry requirements are needed for this qualification other than the entry requirements into our Sixth Form.

How will the course be assessed?



Students will be assessed through externally set examinations which are marked externally.

Your teachers will mark the other units that you are required to study and this work will be externally moderated by the awarding body. You will have one opportunity to re-sit each examination unit before you complete the qualification.



Course content

Mandatory units

Unit 1, 2 and 3

Optional units

Two further coursework units will be selected for you to complete.

Possible units

Unit 20	Advertising Media
Unit 21	Plan and Deliver Pitch
Unit 23	Create Social Media Profile



Examinations



Unit 1
Media products and audiences
(externally assessed examination)

The aim of this unit is for students to develop their understanding of how different media institutions operate in order to create products that will appeal to specific target audiences. Students will learn about the different ownership models within media industries, and they will learn how to analyse different media products within the sector in order to understand the fundamentals of how meaning is created for audiences. Students will learn about how audiences are categorised, researched and targeted by media producers. They will also learn about how media institutions distribute and advertise their products to audiences.



Unit 2
Pre-production and planning
(externally assessed examination)

This is a mandatory unit that forms the foundation of the course. The knowledge and understanding developed in this unit is transferable to a number of other units. By completing this unit, students will understand the pre-production process the creative media industry follows when creating a product. You will learn how to carry out research in the planning stage of a media production and about the various acts of legislation that need to be considered. Students will learn about the constraints that need to be considered when planning a new media production, including timescales and resources. You will understand how to create preproduction documents in relation to client requirements and how to plan projects to meet these needs.



Unit 3
Create a media product
(coursework, externally moderated)

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 of producing a media product from one of the following: Print-based product, audio-visual product, audio product.

Students will apply their learning gained in Units 1 and 2 to plan and produce a media product. You will complete planning materials to take forward in the production and post-production stages of an intended media product. Students will plan, produce and edit original content for their intended product. By completing this unit students will have the skills to: create a proposal to meet a client brief, produce planning materials, create and manage original content for the product and apply editing techniques.