

OCR Extended Technical Certificate in Digital Media

Digital Media is a Technical Certificate from the OCR exam board. It is a level 3 CTEC, which carries the same UCAS points as an A Level.

The course is divided into **5 Units** to be completed over **2 years**:

Unit 1: Media Products and Audiences – **Examination**

Unit 2: Pre-Production and Planning – **Examination**

Unit 3: Create a Media Product – **Coursework**

Unit 6: Social Media and Globalisation – **Examination**

Unit 20: Advertising – **Coursework**

Entry requirements: You must have at least a **Grade 5 GCSE in English Language**, or a **Grade 5 GCSE in Media Studies**.





UNIT 1: Media products and audiences

Whichever sector of the media you want to work or specialise in, all media institutions work to create products that meet the needs of specific target audiences.

The aim of this unit is for you to develop your understanding of how different media institutions operate in to create products that will appeal to specific target audiences.

You will learn about the different ownership models in the media industries, and you will learn how to analyse different media products within the sector to understand the fundamentals of how meaning is created for audiences.

You will learn about how audiences are categorised, researched and targeted by media producers and how media institutions distribute and advertise their products to audiences.



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UNIT 2: Pre-production and planning

This is a mandatory unit that forms the foundation of the course. The knowledge and understanding developed in this unit are transferable to a number of other units.

Pre-production and planning are key aspects of any media production, time spent well leading up to a production can save time and money. By completing this unit, you will understand the preproduction process that 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.

You 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 pre-production documents in relation to client requirements and how to plan projects to meet these needs.



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UNIT 3: Create a media product

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. This aim of this unit is for you to develop knowledge and understanding of the production processes for producing one of the following media products: Print-based, Audio-visual, Audio

You will complete planning materials to take them forward in the production and post–production stages of your intended media product.

You will *plan, produce* and *edit original content* for your intended product.

By completing this unit, you 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.



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UNIT 6: Social media and globalisation

Social media has revolutionised the way in which people connect and we can interact in an instant with someone on the other side of the world. In terms of media production, social media has also fundamentally changed the way in which media institutions and creative professionals reach and interact with target audiences who are now global.

The aim of this unit is to enable you to understand the ways in which online technologies and social media products have created a globalised, connected society and how such tools are used by media producers. As part of this you will evaluate the positive and negative impacts of social media on businesses, individual users and producers.



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UNIT 20: Advertising Media

Advertising media crosses all mediums, old and new: audio-visual, print and online. Advertisers, therefore, have an array of mediums and techniques at their disposal and very often employ a range of to get their message across to an audience that is becoming ever easier to identify.

In this unit you will a range of advertising campaigns, two of which you will choose, and how the producers employ audio-visual, print and social media mediums to attract an audience.

You will explore the moral, ethical and legal issues around advertising.

You plan and produce the pre-production materials for your own advertising campaign and also produce one of the adverts from the campaign itself. You will also evaluate how effective your campaign has been.

This unit is intended to build on all the skills you have learnt in the previous four units.



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If you have any questions, please contact Matt Male at:

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Or watch this video for more details:

[OCR Digital Media Course Overview](#)

[OCR Digital Media - Website](#)

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