Course Summary
Cambridge Technical Extended Certificate in Digital Media.

In this vocational course, equivalent to an A Level, you will develop your practical skills and get a real appreciation for the media industry. We follow the OCR specification.

Why study this subject?
The Digital Media course is designed to give you a grounding in how media institutions work to create products that will appeal to specific target audiences. You’ll develop transferable skills such as planning, communication, adaptability and leadership.

What happens in lessons?
Your lessons will be project based. You’ll go through the process that the industry does – starting from planning ideas through to presenting your final products. You’ll spend time researching and analyzing target audience requirements and develop an appreciation of the legal and regulatory requirements of the media industry.

Course Assessment
This is a modular course with a variety of examinations and coursework modules. You will sit one exam Media Products and Audiences in year 12 and Pre-Production and Planning in Year 13. You will also complete four coursework units; scriptwriting, documentary opening, deliver a pitch and create an advertising campaign.

Entry Requirements:
Students will be expected to have a grade 4 or above in English. While a grade of Pass in iMedia or a 5 in GCSE Media Studies would be advantageous, the department will accept students new to the subject as long as they are committed and interested in the Media.

Reading around the subject
Students are encouraged to read the Media Guardian and keep an eye out for interesting content on Twitter.

What to do afterwards
The Digital Media specification has been created with the support of media organisations. That means that this qualification would give you a good grounding for the media industry. It would also provide you with a strong base for progression to university.

“The Digital Media course is about the current media and its products, such as: the news, movies, video games and television, we look at each of these and go through analyzing them and seeing what makes them tick. We also have 3 specific case studies used for the final exam, the majority of the final mark is coursework. My experience as a student of this course has been fun and interesting, seeing what techniques companies apply to their products. I think it would be brilliant for those who want to get into the media business, whether it be the news or marketing.”

Harry, also studying Politics and Drama.