

Digital Media Cam Tech

Who is the course for?

Cambridge Technical Digital Media is a vocational course, with a high level of both academic and practical content, aimed at students who may wish to pursue a career in the media industries, study further at degree level or simply enjoy the subject and want to learn more. This course is the equivalent to one A level.

What does the course involve?

The course is split and taught in two parts. The exam preparation is taught through guided teaching, research, practical and project based application. There are two exam units that are split over Year 1 and Year 2 with an opportunity to re-sit the exam if necessary. Alongside the exam units, the coursework units, are taught with a more practical slant. Students are encouraged to work independently through the creative process and mentored at key points throughout by the teacher. Three, of the four coursework units, reflect industry practice and processes and allow students to be creative and use their technical skills.

Modules include:

Media Products and Audiences - the aim of this exam based module is to develop students understanding of how media institutions operate in order to create products that will appeal to specific target audiences.

Pre- production and Planning - this is an exam based module that will help you to understand all the work involved in preparing for a media production.

Create a Media Product - students will be taught the process from receiving a client brief through to generating ideas, planning a production, shooting a video and editing the video. This year the brief has asked students to produce an original music video.

Advertising Production - students will be taught the process from receiving a client brief through to generating ideas, planning a production, creating an advert and post production

Plan and deliver a pitch for a media product – the process of pitching and selling their ideas to a client. This includes producing a creative presentation and the skills needed to deliver it.

Cross media industry awareness – Developing your understanding of how the media industry operates and how the different sectors interact.

Assessment Methods

L3 Cambridge Technical Extended Certificate is assessed via 50% external exam, split over 2 exams (1 per year) with a chance to re-sit if necessary and 50% coursework which is produced over 4 units and internally assessed.

Progression Options

Due to the vocational and practical nature of the course Digital Media stands you in good stead to pursue a Media Apprenticeship or career in Media direct from the course. Bristol has a buzzing media and creative sector and we have students who have gained employment in the BBC and advertising.

If you wish to study the course further it allows you to access Degree courses in Media, Design, Photography and many more higher level courses. Media degree students have the second highest recruitment rates post University; as the skills are transferable to a wide range of careers.

Awarding Body OCR