

# St Bede's Catholic College

Year 11 into 12  
Transition Work

Digital Media



**Exam board:** OCR

**Course length:** Two years

**Link to specification:** <https://tinyurl.com/bdhwb55>

**Exam structure:**

The course consists of a combination of coursework and examination units. Three of the units are mandatory and students will also complete three optional units.

## OCR Level 3 Cambridge Technical Extended Certificate in Digital Media (360glh)

For this qualification, a learner must complete a minimum of 360 GLH. They must achieve the three mandatory units totalling 240 GLH and optional units totalling 120 GLH.

**Key to units for this qualification:**

<b>M</b> = Mandatory	Learners must achieve all of these units
<b>O</b> = Optional	Learners must achieve units totalling 120 GLH
<b>E</b> = External assessment	We set and mark the exam
<b>I</b> = Internal assessment	You assess this and we moderate it

Unit no.	Unit title	Unit ref. no. (URN)	How are they assessed?	Guided learning hours (GLH)	Mandatory or optional
1	Media products and audiences	R/507/6387	E	90	<b>M</b>
2	Pre-production and planning	Y/507/6388	E	90	<b>M</b>
3	Create a media product	D/507/6389	I	60	<b>M</b>
6	Social media and globalisation	D/507/6392	E	60	<b>O</b>
7	Journalism and the news industry	H/507/6393	I	60	<b>O</b>
16	The creation and use of sound in media	A/507/6402	I	60	<b>O</b>
20	Advertising media	R/507/6406	I	60	<b>O</b>
21	Plan and deliver a pitch for a media product	Y/507/6407	I	30	<b>O</b>
22	Scripting for media products	D/507/6408	I	30	<b>O</b>
23	Create a personal media profile	H/507/6409	I	30	<b>O</b>
24	Cross media industry awareness	Y/507/6410	I	30	<b>O</b>

### Overview:

This qualification is designed for learners 16 years old or over who want to study digital media concept and product development.

The qualification is designed to be taken as part of a study programme alongside other vocational qualifications or A levels. This qualification is the equivalent to one A level.

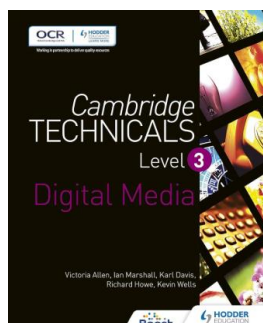
Learners will study the following mandatory units:

- Media products and audiences
- Pre-production and planning
- Create a media product

These units will give learners an understanding of how different media institutions operate to create products that appeal to specific target audiences. They'll gain knowledge and understanding of the pre-production, planning and production processes and go on to create a media product. Through this learners will also develop transferable skills such as planning, communication, adaptability and leadership.

The optional units provide learners with the opportunity to broaden their knowledge, understanding and skills in key areas such as; Social media and globalisation, Journalism and the news industry or Advertising media.

### Endorsed textbook:



#### Cambridge Technicals Digital Media Level 3 (2016 Suite)

**Author:** Victoria Allen, Karl Davis, Richard Howe, Ian Marshall, Kevin Wells

**ISBN:** 9781471874734

**Publisher:** Hodder Education

**Date:** September 2016

### Useful websites:

<https://www.ocr.org.uk/qualifications/cambridge-technicals/digital-media/qualifications-at-a-glance/#level-3>

**Sample/past papers:** <https://www.ocr.org.uk/qualifications/cambridge-technicals/digital-media/assessment/#level-3>

### **Transition work:**

Thank you for opting to study the Level 3 Cambridge Technical Extended Certificate in Digital Media at St. Bede's Catholic College.

As you may have not studied Media before you may be unfamiliar with some of the concepts and terminology commonly used in media focused courses.

The following resources are required reading/watching before you start the course next autumn.

### **Codes and conventions**

These are the common features that a media product has that identify the product. This helps to distinguish between different products. For example, all magazines have the same features: masthead, main cover image etc. Read through the BBC Bitesize's GCSE guide to codes, conventions and genres and then test your understanding.

<https://www.bbc.co.uk/bitesize/guides/zs8s9at/revision/1>

### **Codes and conventions in film**

As many digital media students will be involved in filming, read Beverly Boys Production's description of the codes and conventions in film - watch the videos too.

<https://beverlyboy.com/filmmaking/what-are-codes-and-conventions-in-film/>

### **What is Semiotics?**

Sign Salad is a marketing agency that uses semiotics and cultural trends to create meaningful brands. This resource may be a useful starting point for you in applying critical understanding of semiotics in a marketing context as real case studies for well-known brands are included on the website.

<https://signsalad.com/semiotics-explained>

### **What is Technological Convergence?**

EasyTechJunkie provides a comprehensive explanation of what technological convergence is and the effects on hardware, internet and the advantages and criticisms.

<https://www.easytechjunkie.com/what-is-technological-convergence.htm>

### **Technological convergence and synergy**

The Forbes article 'Convergence Is The Future Of Marketing' provides a comprehensive discussion about the impact of technological convergence and marketing trends.

<https://www.forbes.com/sites/marketshare/2012/03/01/convergence-is-the-future-of-marketing/>

### **What is Technological Convergence? A deep dive from TechTarget**

TechTarget's article covers similar ground to EasyTechJunkie's article but has more depth including a section explaining the history and origin of technological convergence.

<https://www.techtarget.com/searchdatacenter/resources/Data-center-careers-staffing-and-certifications>

### **Ownership structures**

The ownership and structure of conglomerates are constantly changing due to mergers and acquisitions. Therefore using examples to support key terminology can be difficult. However, using contemporary organisations that are well known and established are a good way to get involved and engaged with key terms and theory.

Read the article below about Warner brothers becoming 2 different companies

<https://www.televsual.com/news/warner-bros-discovery-to-become-two-companies/>

### **Activity - Warner Brothers mind map**

Create an image based mind map that shows the planned proposal to split Warner Brothers into 2 separate companies. Use logos to show how the brands will be split up. Include examples of TV shows or film franchises that are linked to each brand.

**Mr Bogle is Head of Level 3 Digital Media. Please email him at [boglel@stbcc.org](mailto:boglel@stbcc.org) with any queries.**