

## Digital Media - Cambridge Technicals Level 3

The Level 3 Cambridge Technicals in Digital Media helps students develop the knowledge and practical skills required in the digital media industry. Students get first-hand experience of the production process, developing their ideas from planning, through editing and post-production, to final presentation. The content of the course is real-world, up-to-date, engaging and first for purpose for a broad range of future pathways.

There is a range of centre assessed units with practical and wider project-based assessment, as well as examined units on Media Products and Audiences, Pre-production & Planning Social Media & Globalisation. The course enables student to explore their creativity and flair to be harnessed in the design and production of medial products used with the industry. Students will develop conceptual ideas, and visualise these all the way through the production cycle; from planning and pre-production right through to editing, post-production and presentation of products. They'll also learn how to analyse target audience requirements, research market demand and bring a media concept alive working in line with legal and regulatory requirements.

Students will also gain an understanding of how different businesses and organisations in the media sector work. This will make sure your students develop clear ideas about where they might like to take their career and what progression routes they would like to follow.

Level 3 Digital Media (360 guided learning hours) is equivalent to one A Level.

### ASSESSMENT and CONTENT

The course will be structured into two years and will include both coursework and externally set examinations.

The course requirements...

Grade 5 or above in GCSE Media and/or a Grade 5 in English.