Cambridge Technicals Level 3 in Digital Media

2022-2024

Cambridge Technicals Level 3 in Digital Media.

The course mixes practical skills and knowledge in preparation for further study or the workplace.

Two year course – OCR Level 3 Cambridge Technical Extended Certificate in Digital Media (same as one full A level):

5 units over 2 years, with 2 external exam

Unit 1   **EXAM** *Media products & audiences*

Unit 2   **EXAM** *Pre-production exam*

Unit 3   *Create a media product*

Unit 7   *Journalism and the news industry*

Unit 20   *Advertising media*

Exam Board say:
Students will develop theoretical and technical knowledge and understanding to underpin these skills.
This will allow their creativity and flair to be harnessed in the design and production of media products used within the industry.

In other words:
You will look at different media products, work out how they are made and make them yourself!

Course Outline:

Digital Media Level 3	Year 12	Year 13
Term 1	Introduction to the subject Begin Unit 1 exam prep - Media products and audiences Begin Unit 3 - Create a media product	Begin Unit 2 exam prep - Pre-production and planning Begin Unit 20 - Advertising media
Term 2	Sit Unit 1 exam - Media products and audiences Complete Unit 3 - Create a media product	Sit Unit 2 exam - Pre-production and planning Complete Unit 20 - Advertising media
Term 3	Begin Unit 7 - Journalism and the news industry	

Recommended Resources:

Textbooks & endorsed resources

Cambridge Technicals Digital Media Level 3 (2016 Suite)

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

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https://www.ocr.org.uk/qualifications/cambridge-technicals/digital-media-2016-suite/#level-3

Unit Outlines:

Unit 1   EXTERNAL EXAM *Media products & audiences*

You will learn about who owns which parts of the media, what influence the media has over audiences and who uses which parts of the media

Unit 2   EXTERNAL EXAM *Pre-production exam*

You will learn about how a range of media products are planned, prepared and produced. You will focus on the preparation that goes on before a media product can be created.

Unit 3   INTERNAL ASSESSMENT *Create a media product*

You will learn about the whole creative process for an original media product. You will come up with original ideas, which you will then closely plan, before you go on to create your own original media product. Popular choices are magazine pages, a web site or a short trailer.

Unit 7   INTERNAL ASSESSMENT *Journalism and the news industry*

You will learn about how the news industry works across different media

platforms. You will first focus on researching, and then on creating, your own original newspaper story.

Unit 20   INTERNAL ASSESSMENT *Advertising media*

You will learn about how the advertising industry works. You will first look at how existing advertising campaigns work, before starting to plan an advertising campaign of your own, which will include both print and audio-visual adverts.

Key term Explanations:

Camerawork This includes: shot types (which can be variations of close-ups which are used to show detail i.e. extreme close-ups of characters' faces/emotion or detail of a significant prop or wide shots

Capturing footage When using video tape to record footage, before it can be edited the footage is 'captured'

Codes and conventions This means 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.

Commercial objectives These are a company's intentions in relation to gaining money/profit from the products (e.g. TV, film) that it produces and distributes.

Connotation This is semiotic language that is used in the textual analysis of media products and supports denotations. Connotations are the implied meaning and representations of what is seen and or heard. For example The denoted red love heart connotes love and romance.

Demographic profiles These are used to categorise groups of people based on the following: age, social class, gender, lifestyle, sexual orientation, ethnicity, location.

Denotation describes what is seen and or heard. For example The denotation of this scene is…. This should be followed by the connotations of what is seen and/or heard.

Edit decision list This is a document that is used to decide and record the post-production techniques and methods that will be applied to the useable footage noted in the shot log. e.g. black and white filter, crossfade.

Educate To teach others about a topic, cause or service. For example a charity campaign.

Entertain To provide an audience pleasure. For example music videos, radio drama etc.

GFX This means graphic effects. For example as part of a script for a TV programme GFX would be included to indicate what graphics would appear on screen for the viewer. For example images, logos, text etc.

Inform	To give information. This can be about a product and/or service.

Mass/mainstream audience Mass means a wide audience of all ages and genders, for example an international audience. A mainstream audience comprises those who have interests in 'popular' products, Ie X Factor

Mise en scene	This is a French term meaning 'within the frame'. This is in reference to what the audience can see and how the features of mise en scene have been manipulated by the producer to create meaning and representations based on the genre. The features of mise en scene include: costume and make up, lighting and colour, props, locations, staging.

Moodboards	This is a planning document used to create ideas/themes for a product. They can include images, different textures and words to help visualise the product to be made.

Off line edit	This is the footage edited together before any effects have been added.

Primary research	This is research carried out first-hand. For example, a questionnaire.

Quantitative research	This is research that is based on/includes numerical data. For example, questions where the answer is based on rating something between 1 and 5, 1 being 'not satisfied' and 5 being 'very satisfied'.

Qualitative research	This is non-numerical research that often includes open-ended questions to gain opinions. For example, these questions tend to ask why, how, what and when etc.

Rushes	This is raw footage that has been filmed but not manipulated in post-production. This footage would be logged as part of a 'shot log'.

Secondary research	This is research that is based on existing sources such as books or the Internet.

SFX	This means sound effects. They can be used to enhance realism to a scene/location. For example in a TV drama, a scene that is set at the beach, sound effects of seagulls, waves of the sea would be included to create a realistic atmosphere.

Shot log	This is a document that is used when logging rushes.

Shooting script	A script that features camera operator instructions including shot type and angles.

Storyboards This is a planning document used for audio visual products to organise the order of shots/scenes to be filmed. It will include sketches of each shot/scene and information on the location, duration, shot type, angle, camera direction arrows for each shot/scene drawn, mise en scéne considerations and editing information about the transition to be used between each shot.

VFX: Pre-production Post-production This means 'special effects' but there are two types of special effects that can be created in either the pre-production or post-production process

Transition Tasks:

TASK A

In Y12, we will work on *Unit 3, Creating a Media Product* - this will be based around Coventry's City of Culture Award

1   **Research Coventry's City of Culture:**
- Produce 3 ppt slides that describe what the City of culture is and things that Coventry will do
- Create two posters to advertise any part of the City of Culture
- Annotate each poster and explain why you included the things you did

TASK B

1   **Research the Disney company**
- Produce 3 ppt slides that outline the range of films Disney have created
- Look up what a conglomerate company is and explain how Disney has a conglomerate structure

TASK C

1   **Choose one horror film that you know.**
- Make a detailed mindmap of how the film creates meaning - in other words, what makes it scary?
- Reference codes and conventions (the ways that horror films m ake themselves scary - darkness, jump scares, victim, villain . . .

https://prezi.com/si3xf20tftnt/10-typical-codes-and-conventions-of-horror-films/

https://www.slideshare.net/amberloo20/codes-and-conventions-in-the-horror-genre