

OCR Cambridge Technicals L3: Digital Media

Unit 1

Media products and Industry

Guided learning hours: 90

Assessment: **Written paper 2 hours**

Aim of the unit:

Whichever sector of the media you want to work or specialise in, all media institutions work to create products that meet the needs of specific target audiences.

The aim of this unit is for you to develop your understanding of how different media institutions operate in order to create products that will appeal to specific target audiences.

You will therefore learn about the different ownership models in the media industries, and you will learn how to analyse different media products within the sector to understand the fundamentals of how meaning is created for audiences.

You will learn about how audiences are categorised, researched and targeted by media producers and how media institutions distribute and advertise their products to audiences.

Unit 2

Pre-production and Planning

Guided learning hours: 90

Assessment: **Written paper 2 hours**

Aim of the unit:

Pre-production and planning are key aspects of any media production, time spent well leading

up to a production can save time and money.

By completing this unit, you will understand the preproduction process that the creative media industry follows when creating a product.

You will learn how to carry out research in the planning stage of a media production and about the various acts of legislation that need to be considered.

You will learn about the constraints that need to be considered when planning a new media

production, including timescales and resources.

You will understand how to create pre-production documents in relation to client requirements and how to plan projects to meet these needs.

Unit 3

Creating a Media Product

Guided learning hours: 60

Assessment: **Coursework**

Aim of the unit:

This aim of this unit is for you to develop knowledge and understanding of the production processes for producing one of the following media products:

- print-based
- audio-visual
- audio

You will apply your learning gained in Units 1 and unit 2 if completed, to plan and produce a media product. You will complete planning materials to take them forward in the production and post-production stages of your intended media product. You will plan, produce and edit original content for your intended product.

By completing this unit, you will have the skills to:

- create a proposal to meet a client brief
- produce planning materials
- create and manage original content for the product
- apply editing techniques.

Unit 20

Advertising Media

Guided learning hours: 60

Assessment: **Coursework**

Aim of the unit:

Advertising media is around us on a daily basis, from billboards in the street to adverts watched daily on the television. Different types of advertisements are used together to create campaigns that grow a brand and an organisation's image, and promote all types of products and services used to entice the public at large.

In completing this unit, you'll understand advertising campaigns and how audio-visual, print based or audio advertising media are used within them. You'll plan an advertising campaign for a product or service, selecting the appropriate media components to produce it.

You'll produce original media components for incorporating into a campaign, considering the market and its target audience, as well as legal and ethical constraints, to ensure that all components comply with the required codes and conventions of the genre.

Unit 23

Create a personal media profile

Guided learning hours: 30

Assessment: **Coursework**

Aim of the unit:

At the heart of this unit is the synoptic approach that embeds a wide range of industry skills, knowledge and understanding and practical activities.

The creative media sector is competitive and being prepared is one step nearer to achieving your chosen career. This unit will be a showcase of the work you have created, supported by a personal media profile.

You will identify content to be included in your showcase, as well as create an adaptation of a piece of your existing media work.

You'll evidence your personal media profile by exploring your skill set, abilities and achievements and learn how to combine your creative work and personal profile to create a digital professional identity suitable for sharing with prospective employers, higher education institutions and for other career progression pathways.

Unit 24

Cross media industry awareness

Guided learning hours: 30

Assessment: **Coursework**

Aim of the unit:

The aim of this unit is for you to develop your understanding of how different media sectors operate and what products they produce.

You'll develop awareness of how concepts and brands are adapted into different products (such as books into films) in order to widen audience reach.

You'll learn about the impact that new technologies have on the industry in terms of revolutionising the production and distribution of their products and opportunities for synergy. You'll investigate different job roles within the media industry, be able to compare and contrast skills needed, and plan a suitable route of progression into the career that you have an interest in.

You'll also be given the opportunity to investigate a job role in order to gain an understanding about a position within a wider hierarchy in a specific sector.