



Oxford Cambridge and RSA

**QUALIFICATION TITLE** - OCR Level 2 Cambridge Technical Certificate in Digital Media

**QUALIFICATION NUMBER** – 603/3086/7

## OVERVIEW

This qualification is for you if you are 16 years old or over, and want to study digital media. The qualification allows you to study digital media in a context that enables you to learn and be assessed in ways that are practical and relevant to the industry.

It will equip you with the skills, knowledge and understanding to progress into employment, either directly or through an Apprenticeship, or to complete a Level 3 Tech Level qualification in digital media. Apprenticeships that you could progress onto are Broadcast Production Assistant, Junior Content Producer or Junior Journalist.

You will have the opportunity to acquire a range of transferable skills, which are highly regarded by employers. You will apply your learning to relevant tasks or activities that happen in the digital media industry. We have worked with employers who have helped us include the transferable skills, knowledge and understanding that they are looking for in prospective applicants.

### What does this qualification cover?

The qualification is designed to be taken as part of a study programme alongside other vocational qualifications, GCSE resits or A-Levels. There are no formal entry or prior learning requirements for this qualification, but, ideally, you will typically have or be working towards GCSEs at grade 4/grade C or above, including maths and English.

You must take the following mandatory externally assessed units:

- 1 *Digital media and emerging technologies*
- 2 *Principles of concept design and pre-production*

These units will provide you with the fundamental knowledge and understanding which will underpin the other unit within the qualification and provide you with a foundation on which you can grow. It will enable you to develop your knowledge of the use of hardware, software and the World Wide Web by the media industry to create or engage consumers with its products and an understanding of concept design and pre-production.

In addition, you will choose one of the following Optional Mandatory units:

- 3 *Digital media industry – products and audiences*
- 6 *Moving image industry – products and audiences*

The unit selected will provide you with an overview of different types of industries that produce digital media content or moving image and audio products. You will also research/explore the purposes and audiences for the sectors that the products are created for (e.g. education, health and beauty), and apply your skills by developing a prototype concept for the digital media industry.

## Employer Engagement

You will have opportunities to find out from employers how the skills and knowledge you will acquire are used in work. The centre will decide how this will happen. The centre might ask an employer from the digital media industry to come in to talk to you about how they use the skills you are gaining or you may have an opportunity to have work experience in a media-based organisation.

## Is this qualification right for me?

This qualification is part of a suite of Cambridge Technicals in Digital Media available at Levels 2 and 3. Normally you would take this qualification because they are aged 16 years or over, are in full-time education, but aren't quite ready to study a Level 3 qualification in this sector at this stage. The Level 3 qualification is designed for you if you wish to progress to Higher Education on a media related programme or into employment in a more skilled job role.

There are three sizes of qualification available in the Level 2 Cambridge Technical in Digital Media suite:

OCR Level 2 Cambridge Technical Award in Digital Media (90 GLH)

### **OCR Level 2 Cambridge Technical Certificate in Digital Media (180 GLH)**

OCR Level 2 Cambridge Technical Diploma in Digital Media (360 GLH)

The Certificate takes 180 guided learning hours to deliver, meaning it can be taken in one year. You will gain knowledge, skills and understanding relevant to the digital media industry, but there are no pathway choices. This qualification provides you with the flexibility to take other qualifications, whether vocational or academic, in preparation for further study or employment in the media industry either directly or through an apprenticeship.

The Award is smaller in nature and designed as an introduction to this industry. It is not recognised by the Department for Education for the Key Stage 5 performance table.

The Diploma is a Technical Certificate qualification and takes 360 guided learning hours to deliver. This means it can be taken in one year and will form the majority of your study programme. As you will be taking more units it will allow you to increase the breadth and depth of your knowledge, skills and understanding through choosing a specific pathway from; Digital content for media products or Moving image and audio content for media products; which could lead to relevant employment in the sector either directly or through an apprenticeship.

## Support

The following employers support this qualification:

- 4P's Marketing
- Alton Towers
- British Printing Federation
- Creative Skillset
- Gabrielle Media Services
- Maverick TV
- Siemens

Details of this support can be found on the OCR website:

<http://www.ocr.org.uk/qualifications/vocational-education-and-skills/cambridge-technical-digital-media-level-2-2016-suite/> under key documents.

If you have any other queries please contact [vocational.qualifications@ocr.org.uk](mailto:vocational.qualifications@ocr.org.uk)

## **About us**

OCR is a leading UK awarding body. We provide qualifications which engage people of all ages and abilities at school, college, in work or through part-time learning programmes.

Our general and vocational qualifications equip learners with the knowledge and skills they need for their future, helping them achieve their full potential.