



Cambridge Technical Digital Media

Extended certificate in Digital Media

This is a 1 A level course

We will follow the extended certificate in Cambridge Technical Digital Media. Digital Media is offered as a two-year course. **Digital Media** has 180 guided learning hours made up of 3 mandatory units and a choice of 6 optional units.

Course Details

AIMS OF THE COURSE include:

To develop students' skills so that they become adept in both interpreting and making media texts.

Students' will develop the skills to create conceptual ideas and take them through all stages of production.

To develop professional and social skills through interaction with performers, clients and peers.

To develop students' skills in analysing and researching audiences.

To develop students' knowledge of different business and organisations in the media sector.

Course Units

Unit 1 (mandatory): Media products and audiences (90GLH).

Unit 2 (mandatory): Pre-production and planning (90GLH).

Unit 3 (mandatory): Create a media product (60GLH).

Optional:

Advertising Media, Plan and deliver a pitch for a media product, scripting for media products, create a personal media profile, creation and use of sound in media, journalism and the news industry. .

When?

Start date: September.

Duration: 2 years.

Delivery: Part of a full-time programme.

Availability: Current and continuing.

Who can do it?

Age range: 16 – 19.

SEN target: None.

Entry Requirements: 5 GCSE at grade 4 or above including English and Maths.

Career Information:

You could take this course with other advanced level courses to prepare for higher Education or even go straight into the industry to apprenticeships. There are many jobs in the ever growing media industry including; Media planner, Multimedia specialist, Public relations Officer, Social media manager, Television/film/video producer, Web content manager, journalist, programme/market researcher, event manager, etc.

The course also helps you develop the skills, understanding and knowledge that many employers across lots of industries are looking for, especially in the economic and financial sectors.

More information?

Contact Mr Boxall at the Academy.