Digital Media

Course overview

Designed to offer students a broad range of centre-assessed units with practical and wider project-based assessment opportunities, as well as examined units on:

- Media products and audiences
- Pre-production and planning
- Social media and globalisation
- Research for product development

The students will develop professional and social skills through interactions with performers, clients and peers as well as theoretical and technical knowledge and understanding to underpin these skills. This will allow creativity and flair to be harnessed in the design and production of media products used in the industry. Students will be given opportunities to develop conceptual ideas, and visualise these all the way through the production cycle.

Students will also gain an understanding of how different businesses and organisations in the media sector work. For progression and / or employment, students will learn about the variety of opportunities available to them, and the roles and responsibilities of media businesses and organisations within the sector.

Exam / Coursework

Students complete a combination of practical and exam based assessments which will develop a range of digital media production skills.

Qualification gained

Level 3 Certificate, equivalent to A Level, or Level 2 also available (1 year option), GCSE equivalent.
OCR - www.ocr.org.uk

Entry requirements

5 GCSEs at grade 4, including English and Maths, and a either experience of or a qualification in a digital technology subject; Computer Science, Creative iMedia, Photography.

Career opportunities

Career or higher education links to; Digital graphic design and production, film or animation production, web design and development, software development, game design and production, graphics, special effects, e-learning, multi-media, digital solutions: apps, branding, social media management.