

# Digital Media

## Cambridge Technicals

### Why study Digital Media at Level 3?

The Cambridge Technicals in Digital Media focuses on the skills, knowledge and understanding that today's universities and employers demand. Students will practically apply their skills and knowledge in preparation for further study or the workplace.

This qualification aims to develop your knowledge and understanding of the principles of media products and audiences. Students will gain an insight into the pre-production and planning stages of media products by creating a range of media products.

### What will I study?

**Unit 1 - Media products and audiences:** The aim of this unit is for students to develop their understanding of how different media institutions operate in order to create products that will appeal to specific target audiences.

**Unit 2 - Pre-production and planning:** Students will understand the pre-production process the creative media industry follows when creating a product.

**Unit 3 - Create a media product:** The aim of this unit is to develop knowledge and understanding of the production processes of producing a media product for a specific audience and purpose.

In addition to this, students will complete further coursework units in three other areas such as advertising, social media and globalisation, journalism or sound.

### **Assessment**

50% examined, 50% coursework.

There are 2 examined units, and at least 3 additional coursework areas.

### Study trips, visits and events

In this, our first year, we are hoping to have a virtual visit from an animator and a virtual tour and Q&A of a photography studio.

### Subject entry requirements

4 in Maths, plus 4 in either English Literature or Language.



### Student Perspective

Digital media lets us be creative and learn new media skills. We're going to make a portfolio this year that demonstrates our digital work across different themes. We've been practising Photoshop skills so far and have been analysing areas such as typography, scripts and storyboards. We really enjoy the course.

Anna & Catherine, digital media students