# OCR Level 3 Cambridge Technical Extended Certificate/Introductory Diploma/Subsidiary Diploma/Extended Diploma in Art and Design

**Entry Requirements:**

- Students looking for a practical, work-related qualification
- Students looking to go into further/higher education
- Typically requires GCSEs at grade 4 or above in Maths and English or working towards this.
- Desirable - Level 2 qualification in a relevant subject.

**Programme Outline:**

This is a vocational qualification designed to provide students with the practical skills and knowledge required for the digital media industry. It is equivalent to A Levels and carries UCAS Tarif points for university progression. It focuses on industry-relevant skills, spanning pre-production, planning, and content creation (moving image, audio, interactive) The course is delivered through a mix of externally examined and internally assessed units. Key Skills Covered: Research, target audience analysis, storyboarding, scriptwriting, camera techniques, editing, sound production, and pitching.

The suite consists of five varied sizes of qualifications, allowing for flexible study programmes:

- Certificate - equivalent to 1 AS Level
- Extended Certificate - equivalent to 1 A Level
- Foundation Diploma - equivalent to 1.5 A Levels
- Diploma - equivalent to 2 A Levels
- Extended Diploma - equivalent to 3 A Levels

**Areas covered within this programme include:**

***Core Mandatory Units***

- **Unit 1: Media products and audiences** (Examined) – Understanding media institutions, ownership models, and audience research.
- **Unit 2: Pre-production and planning** (Examined) – Covering legal, ethical, and regulatory requirements (e.g., W3C, copyright).
- **Unit 3: Create a media product** (Internally assessed) – Hands-on creation from planning through to post-production.

***Specialist Pathways (Diplomas Only)***

- Larger qualifications (Foundation Diploma and above) allow students to specialise in specific areas:
- **Digital Content for Interactive Media:** Focuses on game design, social media marketing, and web development.
- **Moving Image and Audio Production:** Focuses on TV, short film production, and radio.

**Progression:**

This is a vocational qualification designed for learners aged 16+ to develop practical skills, knowledge, and understanding for the media industry. It is structured to provide clear progression routes into higher education (media-related degrees), apprenticeships, or direct employment within the sector.