

*Media - a subject that is constantly evolving and developing, whilst changing the world around us. On this course, we strive to build skills that allow students to be creative and innovative. This also develops student problem solving and communication skills, marketing ideas and analytical ideas. It is a subject that provides the next step towards many careers, whilst also being very practical and engaging.*



**Are you interested in:**

- Film Production
- TV Studio Production
- Sound and Music Production
- Radio Presenting
- Script Writing
- Graphics, Advertising and Marketing
- Music Videos
- Magazine Photography and Journalism
- Gaining practical media industry skills
- Social Media

**Leading to a career in:**

- TV and Radio Production
- Photography
- Directing
- Journalism
- Animation
- Sound Design
- Graphics
- Web Design
- Marketing and Business
- Editing
- Publishing
- Project Management

**Teacher to contact:** Mr Arroyo

**Exam Board:** OCR

**OCR Level 3**

**Extended Certificate = 1 A-level equivalent**

**Diploma = 2 A-level equivalent**

## Level 3 Extended Certificate

### Year 1

#### Course Content

You will start the Level 3 Cambridge Technicals by exploring the media world. Learning software and how to use equipment to create short films, music videos, magazine covers, websites, animation and radio production. This is a great way to develop your media skills quickly and learn how to use the equipment you will need throughout the course. We start with this creative part so that all students, whether you have studied media at GCSE or not, will all have time to get creative and confident in all media production.

You will then proceed on to the first two units: Unit 1 Media products and audiences, which is an exam unit and Units 3 and 21, which are purely coursework based, where you create your own media product. You can choose between a series of different scenarios and also different media products such as video, photograph, graphics or sound. Our lessons mix theory with practical, weaving exam practice in with hands-on interactive learning. This will help you develop scriptwriting skills and learn photography and cinematography styles.

You will then learn about the media industry and different types of companies, along with advertising and distribution. You will also study the use of production techniques to create media products and analyse their audience.

### Year 2

#### Course Content

You will begin the second year by cashing in on the production skills gained so far.

On your coursework units 20 and 22 you will start learning how to create a script for a media product of your choice and then create it along with a full multimedia advertising campaign.

In Year 13 you will do your second exam (Unit 2) about Pre-production and planning where you will study how media products are created from the beginning, considering financial constraints and legal issues or how to create planning documents during the pre-production process, Both of these exam units will be supported through practical lessons and self-study.

**Students have the opportunity to go on trips, work with industry specialists and have exclusive workshops over the course. We have a big trip planned each year, whether it is to New York, Paris or residential trips to Manchester's Media City or London's bounty of media experiences.**

## FAQs

- ***Are Cambridge Technicals the same as a BTEC or an A-level?***  
The Cambridge Technicals are equivalent to A-levels and are accepted at all Universities, by UCAS. Nearly 80% of the content is practical and teaches you the vital skills required for the Broadcast, Design, Marketing and Film industry. Do not underestimate the power of the word “Cambridge” in this qualification.
- ***Do I have to have done Media Studies at GCSE?***  
Students are not expected to have completed a GCSE in Media Studies to access this course. Students who have, are expected to have achieved a GCSE Grade 4 or equivalent. You will learn all the skills you need (and more) during this course; in fact, the first six weeks upgrades all students into media experts, using industry equipment and software. We have also had many students who have taken Graphics or Film at GCSE, who were able to utilise their previous knowledge within this course.
- ***Can I go into the industry after this course?***  
Yes, but you may start as a runner or production researcher and work your way up from there. There is no requirement to go to university, however, we will help you to find work experience places and suitable universities, if this is your chosen learning journey. We have had lots of students go to a range of universities to study media, design, film and communications after this course. We also have had students take on apprenticeships in sound design, digital marketing and website design.
- ***What facilities does Oakes have?***  
Oakes College's Media Department has expanded to include a TV Studio with green screen and sets (ones you can paint and design for any of your coursework products), a radio studio, a Foley sound booth, DSLR cameras, professional recording equipment, 20x MacPro edit suites, running all the latest Adobe Creative Cloud software. Media Students have exclusive use of these facilities and keycard-only entry to the rooms. All students are given access to Adobe Creative Cloud which includes Photoshop, Premiere and Audition, to use at college and home for free.
- ***Why should I take this course?***  
This is easy to answer by asking yourself a few questions:
  - Do I want a serious career in TV/Film/Radio Production?
  - Do I want to learn how to use cameras, microphones and editing software to industry standard?
  - Do I enjoy coursework and want to devote the time needed to complete it?
  - Do I want a more practical course?
  - Do I enjoy film, radio or music videos?
  - Am I interested in advertising and marketing?
  - Do I want the choice of being able to go to university or go straight into the industry?
  - Do I see myself working in the media industry?
  - Am I a practical learner that thrives on a challenge?
  - Do I want to learn a broad range of practical skills that an employer will want in the industry?
  - Do I want a showreel and website portfolio that I can use now?

Well, if the answer is yes to a number of these, then **this** is the course for you. The Extended Certificate (equivalent to 1 A-level) involves 9 hours a fortnight, the same as A-levels. This course works well with a range of subjects, especially: History, Sociology, Psychology, Product design, English Language and Literature, Film, Art, Drama and Politics.