



# Cambridge Technical Level 3 Certificate in Digital Media Production

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## YEAR 1 OF DIGITAL MEDIA PRODUCTION

- Your first year will comprise of 3 Units and complete a **Certificate** in Digital Media Production.  
[The equivalent of an AS Level.](#)
- Your second year will then comprise of a further 3 Units and you will then complete an **Extended Certificate** in Digital Media Production.  
[The equivalent of an A Level.](#)
- This qualification is designed for students wanting to gain thorough knowledge, understanding and competencies for the Digital Media sector.
- The Certificate overall is graded **PASS, MERIT, DISTINCTION** and **DISTINCTION\***
  - All units are graded **PASS, MERIT** and **DISTINCTION**
  - All units **MUST** be passed to pass the Qualification!

## **YEAR 1: CERTIFICATE IN DIGITAL MEDIA.**

- Equivalent of 1 AS Level
- 3 Units in total. (**1x90GLH – 50%, 1x60GLH 33%, 1x30GLH 17%**)
- 50% **EXAM** and 50% **Internally Assessed**

**UNIT 1 – MEDIA PRODUCTS AND AUDIENCES – MANDATORY EXAM UNIT (MAY 2022) 50%**

**UNIT 3 – CREATE A MEDIA PRODUCT 33%**

**UNIT 22 – SCRIPTING FOR MEDIA PRODUCTS 17%**

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Each unit grade links to a specific number of points:

- **UNIT 1 – MEDIA PRODUCTS AND AUDIENCES – MANDATORY EXAM UNIT (MAY) (90)**
- **UNIT 3 – CREATE A MEDIA PRODUCT (60)**
- **UNIT 22 – SCRIPTING FOR MEDIA PRODUCTS (30)**

In the Cambridge Technicals in Digital Media Units 1 and 2 are 90 GLH, Units 13, 19 and 21 to 24 are 30 GLH; all other units are 60 GLH.

Unit GLH	Points table for units based on GLH			
Unit grade	pass	merit	distinction	unclassified
30	7	8	9	0
60	14	16	18	0
90	21	24	27	0

### **Qualification grade table**

### **OCR Level 3 Cambridge Technical Certificate (180 GLH)**

The table below shows the points ranges and the grades that those ranges achieve.

Points range	Grade	
52 and above	Distinction*	D*
50 – 51	Distinction	D
46 – 49	Merit	M
42 – 45	Pass	P
Below 42	Unclassified	U

- **EXAMPLE – IF you gained a Distinction in Unit 3, a Merit in Unit 22 and a Pass in Unit 1 you'd have 47 points therefore a MERIT overall.**

## **UNIT 1: MEDIA PRODUCTS AND AUDIENCES (EXAM UNIT)**

- Externally assessed unit – 2 hour exam – May 2022.
- Help develop your understanding of the media industry as a whole
- Split into 6 Learning Outcomes
- Taught throughout September – May.

LO1	Understand the ownership models of media institutions
LO2	Understand how media products are advertised and distributed
LO3	Understand how meaning is created in media products
LO4	Understand the target audiences of media products
LO5	Be able to evaluate research data used by media institutions
LO6	Be able to evaluate legal, ethical and regulatory issues associated with media products

### **LEARNING OUTCOME 1: UNDERSTAND THE OWNERSHIP MODELS OF MEDIA INSTITUTIONS**

**You will gain knowledge and understanding in the following areas:**

- Different types of ownership and operating models
- Who owns what, how is a company structured and how is it funded
- Differences between vertical and horizontal integration
- Use of synergy and cross-media promotion
- Job roles
- Production processes

# KEY TERMS:

Research and define in detail, TRY and give examples too!

CONGLOMERATE	
CROSS-MEDIA OWNERSHIP	
HORIZONTAL INTERGRATION	
INDEPENDENT COMPANY	
JOINT VENTURE	
PRIVATELY OWNED COMPANY	
PRODUCTION PROCESS	
PUBLICALLY OWNED MEDIA COMPANY	
PUBLIC SERVICE BROADCASTER (PSB)	
SYNERGY	
TECHNOLOGICAL CONVERGENCE	
VERTICAL INTEGRATION	

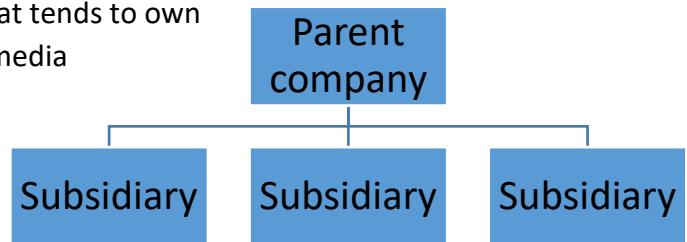
## DIFFERENT MEDIA INDUSTRIES/SECTORS

1. **TELEVISION**
2. **RADIO**
3. **FILM**
4. **PRINT AND PUBLISHING**
5. **VIDEO GAMES**
6. **WEB**
7. **MUSIC**

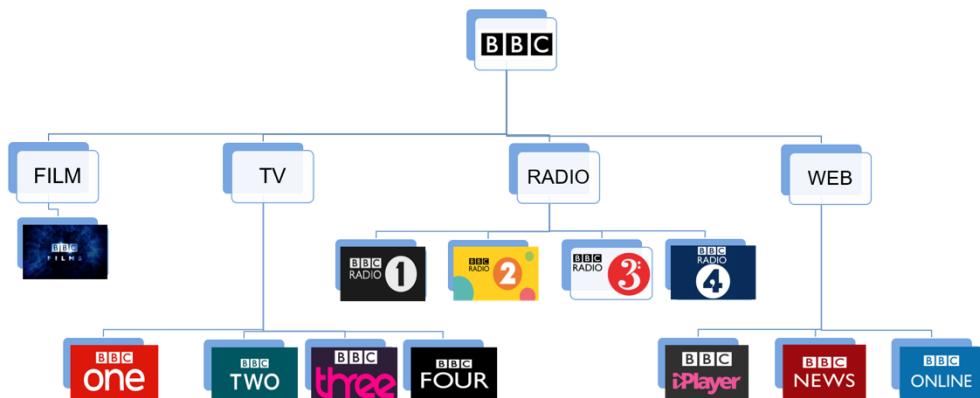
## MEDIA CONGLOMERATES

A media conglomerate is a large media business that tends to own multiple media companies across a wide range of media sectors (cross-media ownership).

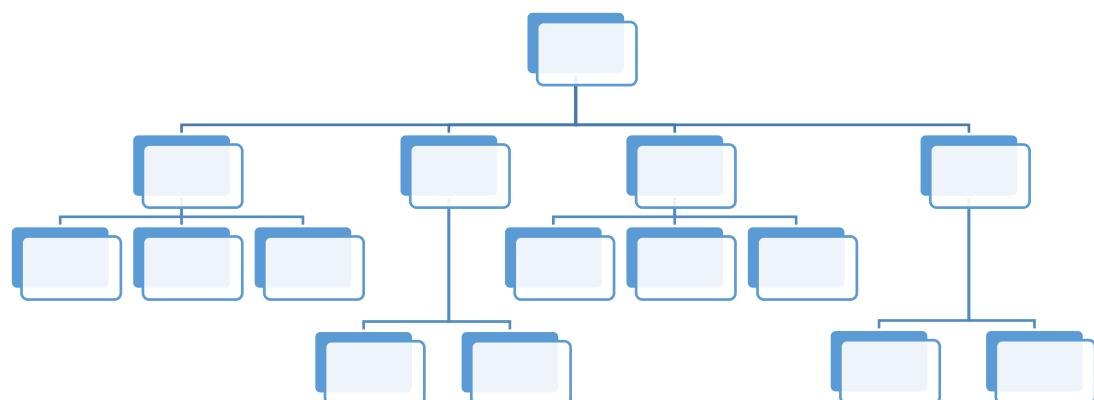
These companies tend to have an overall **parent** company which owns a number of **subsidiary** companies.



## MEDIA CONGLOMERATES - EXAMPLE



Your turn, research a conglomerate and produce an infographic below of its subsidiaries cross multimedia sectors.



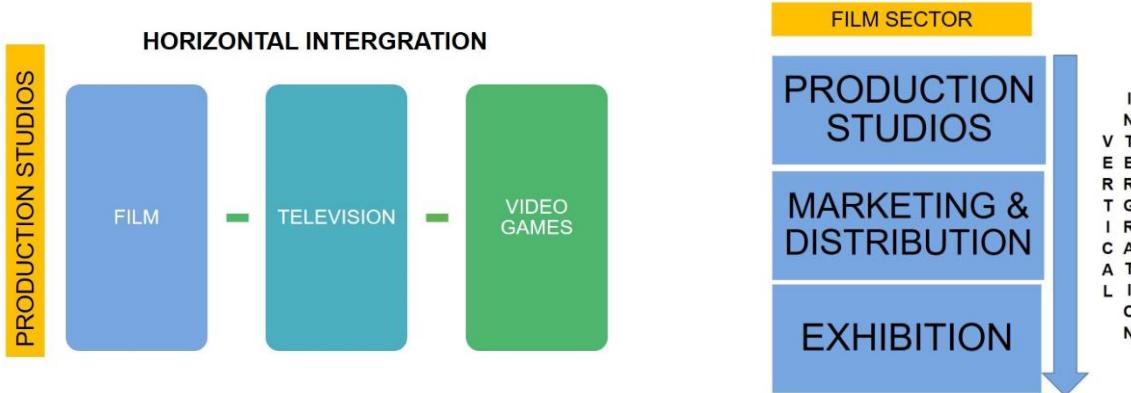
**RECAP:** A media conglomerate is a large media business that tends to own multiple media companies across a wide range of media sectors (cross-media ownership).

These companies tend to have an overall **parent** company which owns a number of **subsidiary** companies.

**NOW CAN YOU COME UP WITH SOME STRENGTHS AND WEAKNESSES OF CONGLOMERATES?**

STRENGTHS	WEAKNESSES

## HORIZONTAL AND VERTICAL INTERGRATION

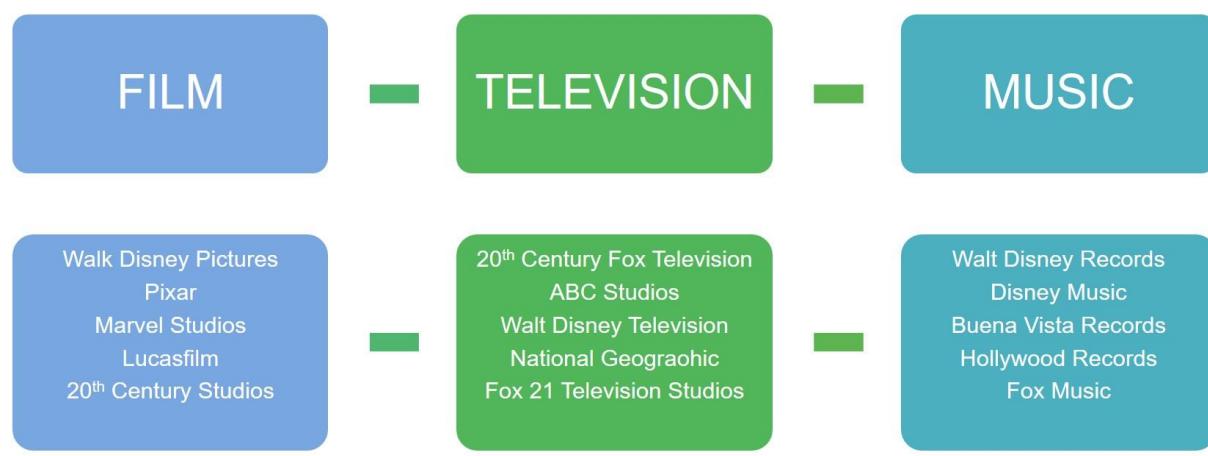


DEFINE HORIZONTAL INTERGRATION HERE:

DEFINE VERTICAL INTERGRATION HERE:

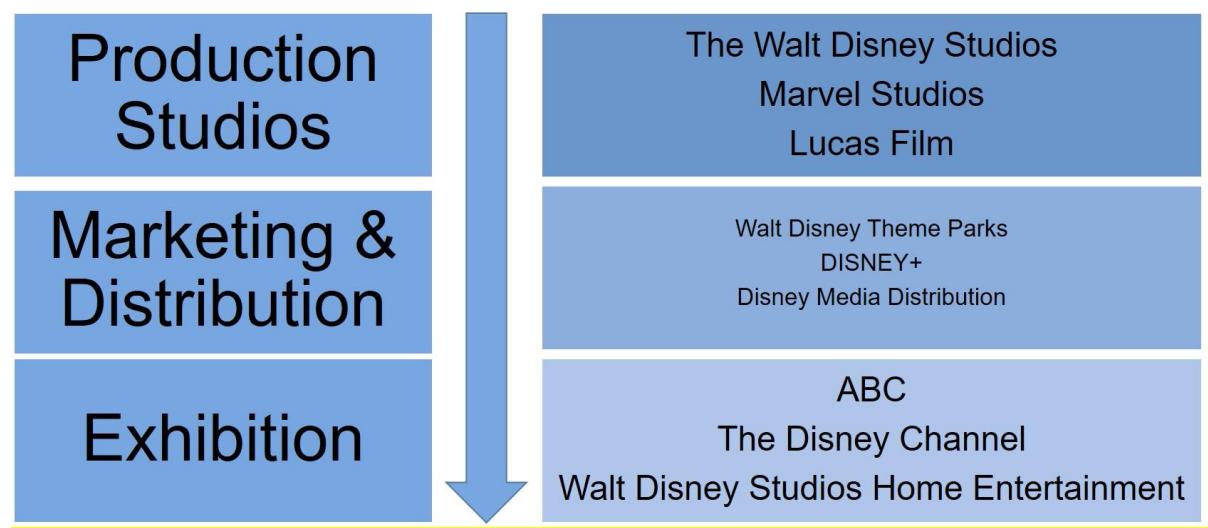
## **HORIZONTAL INTERGRATION – EXAMPLE**

### **The Walt Disney Company**



## **VERTICAL INTERGRATION – EXAMPLE**

### **The Walt Disney Company**



## INDEPENDENT MEDIA COMPANIES

An independent company differs to a conglomerate company as it is much smaller and does not own any subsidiaries.

Independent companies are generally **a lot** smaller than conglomerates and work on a smaller scale, this means they may have a niche audience.

They are also free from outside control and are quite often privately owned establishments

- Free from the control of a conglomerate
- Usually specialise in producing one type of media product or service
- Often work with other companies on **joint venture** projects

## CALAMITY FILMS – example

Calamity Films is an independent film and television production company set up by David Livingstone in 2013. Their first feature was PRIDE (2014) directed by Matthew Warchus and written by Stephen Beresford. The film received 7 BIFA nominations, 3 BAFTA nominations and a Golden Globe Nomination for Best Film. David won a BAFTA for Outstanding Debut by a British Producer alongside writer Stephen Beresford.

More recently Calamity has produced JUDY starring Renée Zellweger as Judy Garland, written by Tom Edge and directed by Rupert Goold, released in 2019. Renée Zellweger won a British Independent Film Award, BAFTA, Screen Actor's Guild Award, Independent Film Spirit Award, Golden Globe and Academy Award for Best Actress in a Leading role for her portrayal of Judy Garland in the film.

In 2019, Calamity Films also produced LAST CHRISTMAS, a festive feature for Universal Pictures written by Emma Thompson & Bryony Kimmings and directed by Paul Feig. The film stars Emilia Clarke, Henry Golding, Michelle Yeoh and Emma Thompson. By December 2019, the film had grossed more than \$120M at the Global Box Office and £18M in the UK.

Calamity's first television series is BRASSIC, a returning comedy drama for Sky & ITV Global co-created by BAFTA-winning writer Danny Brocklehurst and actor Joseph Gilgun. Series One aired on Sky One on 22nd August 2019 and was Sky One's biggest comedy release for 7 years. The second series will air on Sky One on 7th May 2020 and will be available to stream on Now TV. The third series has been recommissioned by Sky & ITVG and will shoot in the summer. David Livingstone is Executive Producer alongside Jon Mountague at Sky, Danny Brocklehurst and Joseph Gilgun.

## **RESEARCH TASK:**

The TV mini-series *This is England '86*, *This is England '88* and *This is England '90* (2015) were produced by Warp Films and were a spin-off series from the original *This is England* (2006) film. However, because Warp Films are an independent company and not part of a conglomerate, they had to work with external broadcasters and film distributors.

Subsequently, they worked as part of a joint venture with Channel 4 and Film Four to distribute the brand in the UK and licensed the original film to distributors such as Studio Canal (Universal) to achieve global reach.

Similarly, the film *Pride* (2014) was a successful independent production of Calamity Films, who needed to work with companies that were part of global conglomerates in order for the film to be successful.

**To investigate some of these companies, use a search engine such as Google to research *Pride* and Calamity Films and answer these questions:**

1. Which company distributed *Pride* to America? Are they a household name?
2. Which company produced *Pride* to Europe? Are they linked to the distributor above?
3. Why do you think working with these distributors will have been beneficial to Calamity Film?
4. What are the advantages of independent companies working on Joint Ventures.

## **LEARNING OUTCOME 3: UNDERSTAND HOW MEANING IS CREATED IN MEDIA PRODUCTS**

It is important as media students that you understand how meaning is created in media products through use of codes and conventions of a product. **Codes and Conventions** of a media product allow an audience to **DECODE** the message that has been **ENCODED** by the media producers. It allows the audience to identify what a product is all about and establish if it will be of interest to them.

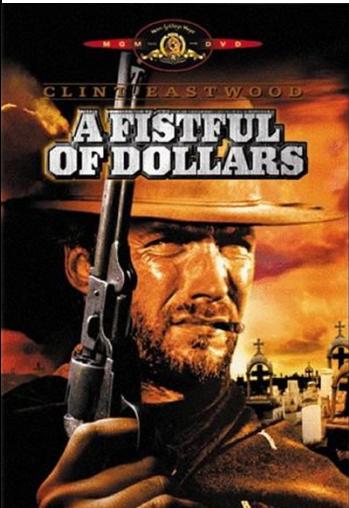
## **KEY TERMS – research these and write the definitions.**

<b>ANCHORAGE</b>	
<b>CODES</b>	
<b>CONNOTATION</b>	
<b>CONVENTIONS</b>	
<b>DECODE</b>	
<b>DENOTATION</b>	
<b>DIEGETIC SOUND</b>	
<b>DIEGETIC WORLD</b>	
<b>ENCODE</b>	
<b>GENRE</b>	
<b>JUXTAPOSITION</b>	
<b>MISE EN SCÈNE</b>	
<b>NON DIEGETIC SOUND</b>	
<b>REPRESENTATION</b>	
<b>VERISIMILITUDE</b>	

## WHY ARE CODES AND CONVENTIONS IMPORTANT?

As mentioned at the start of the unit, while you are going to be studying one specific media sector in terms of assessment requirement for this learning outcome, you will also need to ensure that you have an awareness of media within other sectors in order to appreciate the wider knowledge required throughout the unit.

As part of this, you will be investigating specific **CODES** and **CONVENTIONS** that are used by media producers when making different media products. You will not only need to be able to recognise these conventions, but you should also be able to explain why they are used and how preferred meanings are created because of the specific codes that have been chosen. **HAVE A LOOK AT THE TWO EXAMPLES AND COME UP WITH TWO OF YOUR OWN.**

Codes and conventions of a Western:  A DVD cover for the movie 'A Fistful of Dollars' featuring Clint Eastwood. He is shown from the chest up, wearing a dark poncho and holding a revolver. The background is a desert landscape with a small town in the distance. The title 'A FISTFUL OF DOLLARS' is prominently displayed in the center.	Codes and conventions of an Action:  A movie poster for 'The Equalizer 2'. It features Denzel Washington standing in a dynamic pose, holding a rifle. The background is a blurred scene of an action sequence. The title 'THE EQUALIZER 2' is at the top, with 'FROM THE DIRECTOR OF TRAINING DAY' below it. The tagline 'THERE WILL BE CONSEQUENCES' is visible.
Codes and conventions of	Codes and conventions of

## MISE-EN-SCÈNE

**Mise-en-scène** choices help create the **VERISIMILITUDE** for the audience. They are extremely important as they are the elements that we notice first. “**Mise-en-scene**” translated literally means ‘everything in the frame/scene’.

Mise-en-scène elements include:

- LOCATION AND SET
- ICONOGRAPHY
- PROPS
- COSTUME AND MAKE-UP
- LIGHTING
- COLOUR DESIGN

**TASK:** Produce an analysis of this film poster below.



## How to get started.... An example of film poster analysis.

The name of the star 'Daniel Craig' is written here. Daniel Craig has previously starred in James Bond films. Previous James Bond films have been successful, which would form good expectations for the audience. Furthermore, it would impact potential audience positive because it intrigues them more due to them being able to follow James Bond life throughout durations of the film.

The gun is a specific prop associated with crime/thriller films. The gun suggests that the film will contain lots of violence and action. Guns are typically used in these types of films as weapons, which imply that there will be lots of danger.

The white blazer implies that James Bond is the 'hero' character in Propp's theory. This is because the colour white is associated with purity and innocence. Furthermore, the red on the blazer represents blood. This could be a metaphor as it resembles Bond killing the 'evil' yet it still is a positive thing as they are potentially villains. This is Stereotypical of a hero.

The background image is a man in a mask. For viewers who have not seen the film yet, they may assume that this is the villain, from the scary mask. However, this is really James Bond's mask. This is stereotypical for the crime/thriller genre because they normally have disguises and false identities. This is to create mystery and suspense for the audience and viewers.

The word 'spectre' means ghost. This links to the crime/thriller genre because it relates to death. For example, if somebody dies they potentially turn into a ghost, depending on an individual's attitudes and beliefs. Perhaps the supernatural element of linking it to ghosts enhances the thriller genre by the supernatural element.

The target market for the genre of the film is elder teenagers and young adults. This is because of the violence and danger which may be unsuitable for younger teenagers. The poster attracts this audience because the gun implies that the film will contain violence.

The colour dark blue represents authority and mourning. This links with the crime/thriller genre due to the police authority typically being involved and the deaths predicted.

## LETS GET CREATIVE!

### CREATIVE PROJECT!

This is a two-three week creative project for you to complete. There are FOUR main tasks to work towards, as you would working in the industry. It is important that you try to meet deadlines.

This creative project will allow you to use your knowledge and understanding of Independent Companies, Genre Codes and Conventions as well as how to create an independent website.

#### **YOU WILL BE CREATING A WEBSITE FOR A NEW INDEPENDENT FILM.**

(A film idea that you need to come up with, within a genre/genres of your choice.)

You will create TWO pages for your website and include a MINIMUM of 8 images and 1 video of a minimum of 30seconds.

You will create:

- The HOMEPAGE
- A second page which could include either – SYNOPSIS/PLOT, CAST, CHARACTERS or IMAGES.

#### **▪ TASK 1 - RESEARCH!**

You are to conduct research into 3 independent film websites.

You will notice that most independent film websites are within the production or distribution company's website.

Here is an example:

<https://bleeckerstreetmedia.com/theartofselfdefense>

Your research needs to include the following information:

- A discussion of the CODES AND CONVENTIONS of the websites you have researched.
- A list of components that you need to include in your website and where they are usually found. Include screenshots in this.
- You then need to include a discussion of similarities and differences between the websites you have researched.

Each website discussed needs to be explored with a minimum of 200 words.

## ▪ **TASK 2 - IMAGES AND AUDIO VISUAL!**

This is where you get creative with your cameras/phones. Choose a genre/genres, come up with an idea for a film and take images that will reflect this genre. Think about Unit 1 LO3 when we discussed genre conventions.

Think about your mise-en-scene, your camera shots and angles, get creative!!

- You need to take a minimum of 20 images that could be used
- Some audio visual footage:

This can be for

- a short trailer/teaser.
- Interview of a cast member or crew member
- or a scene from the film.

You need to submit these and annotate them with commentary on suitability, ideas you have for the use of the image/footage etc. How will they be used?

What will you include?

## ▪ **TASK 3 - IMAGE MANIPULATION, VIDEO EDITING AND WRITING COPY!**

Here you will be creating your visuals for your website.

- Pick a minimum of 8 of the images you took as well as footage you will be using for the website.

This is where you get imaginative and creative and edit your images, there are HUNDREDS of free apps for your phones, computers and tablets!

- **YOU NEED TO CREATE AT LEAST ONE POSTER HERE!**

EITHER:

- a TEASER poster
- a RELEASE poster
- or a CHARACTER poster.

(Or a mixture if you want to create more than one)

- Edit your footage into either a trailer, a scene or interview footage. Again there are NUMEROUS of free apps and software you can use for this, try and be as creative as possible with it.
- Write the copy – A synopsis of your film (100-200 words) and any other written information that will be going on your website. Release dates, cast and crew, any award nominations, any reviews etc.

- **TASK 4 - WEBSITE CREATION AND FINISHING TOUCHES.**

(2X PAGES)

Here you will put your website together and add all those unique finishing touches.

Don't forget: you are creating a HOMEPAGE, and a second page of your choosing.

You will be creating your website on one of the following online providers

- Google Sites
- Weebly
- Wix.

You will have to include a production company – this can either be an existing one or one which you create!

Personally I find Google Sites to be less limiting in layout and placement.

All are free to use, or come with a 14 day free trial and are fairly self-explanatory – come with tutorials and how to's when signing up.

Any questions please ask. If you need any help or advice with any of this you know where to find me [m.da-silva@hereford.ac.uk](mailto:m.da-silva@hereford.ac.uk)