



# Cambridge Technical Level 3 Certificate in Digital Media Production

Head of Department  
Monique da Silva  
[m.da-silva@hereford.ac.uk](mailto:m.da-silva@hereford.ac.uk)

## 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 2025.
- 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 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.**

|  |   |
|--|---|
| <p>Codes and conventions of a Western:</p>  <ul style="list-style-type: none"> <li>- Cowboys</li> <li>- Guns</li> <li>- Wild West</li> <li>- Saloons</li> <li>- Horses</li> <li>- Shot outs</li> <li>- Types of actors (Clint Eastwood, John Wayne)</li> <li>- Costume – hats, ponchos</li> </ul> | <p>Codes and conventions of an Action:</p>  <ul style="list-style-type: none"> <li>- Weapons/Guns</li> <li>- Explosions</li> <li>- Chase scenes</li> <li>- Types of actors (Denzel Washington, Tom Cruise, Jason Statham)</li> <li>- Love interest</li> <li>- Missions</li> <li>- Hero v Villain</li> </ul> |
| <p>Codes and conventions of</p>  | <p>Codes and conventions of</p>   |

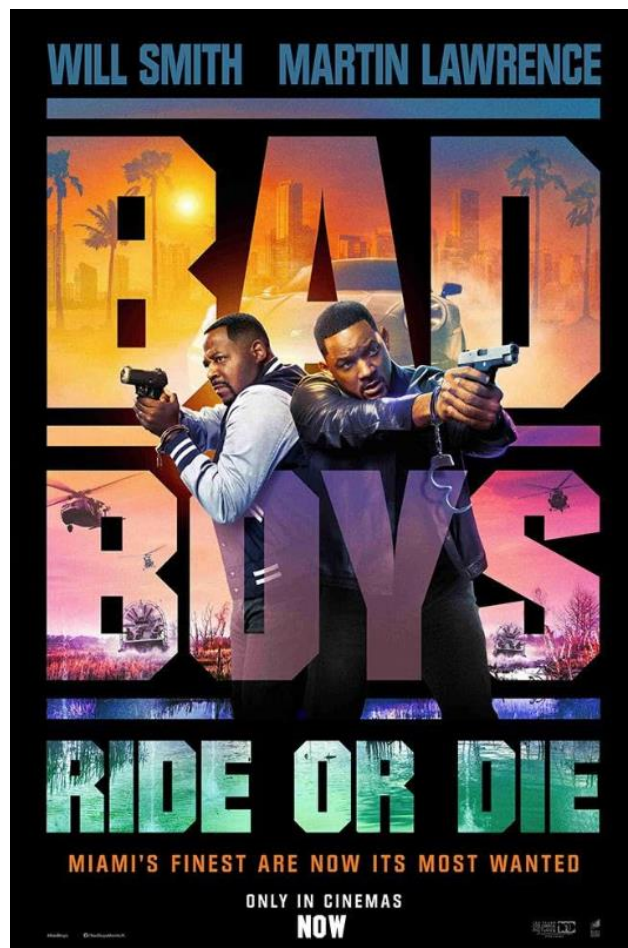
## MISE-EN-SCÈNE

**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.



## 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)