

National Diploma in Media

OCR Level 3

Two Year Course

How will you learn?

Gathering and analysing a variety of media products for your portfolio; planning and creating media products using up to date equipment such as digital cameras and film editing facilities; taking notes from presentations, textbooks, video or dictation; group research and presentations; Library and Internet research; discussions.

On a regular basis students will be developing industry recognised practical skills by researching, analysing existing materials and using the latest equipment to produce their own media products.

Where does the course lead?

The National diploma in Media Level 3 is designed to develop the necessary skills that will support students wanting to enter employment at trainee level within some media environments such as newspaper, television or film. However, entry to employment in most media-related areas usually involves progression to specialist level 4 qualifications. This qualification can also be studied alongside AS levels.

You will have built up an in depth knowledge about Media Institutions and organisations along with critical and analytical skills and practical creative skills. You will be able to question and evaluate media messages and will be in a position to progress to a number of different careers.

Assessment and Exams

All units are assessed internally and moderated by the exam board. The full award and units from this qualification are graded as Pass, Merit or Distinction.

Unit 1: Introduction to Media and Textual Analysis

Students will produce a portfolio of evidence on two media products and identify their genre. They will demonstrate knowledge of how meaning is created using media specific language.

Unit 2: Pre-production and planning

Students will produce a portfolio of evidence on a range of secondary and primary research into how media products such as magazines are planned, produced and distributed to chosen audiences as well as create their own product to demonstrate understanding and skill.

Unit 3: Production

Students will produce a media portfolio showing that they can carry out risk assessments to help them work safely and produce a final product.

Unit 4: Marketing Media and Audience

Feedback

Students will produce a portfolio of evidence detailing their own Marketing plans. They will also create their own advertising campaigns.

Entry Requirements

Minimum of 4 Cs at GCSE including English Language and / or English Literature.

You must be prepared to learn to write clearly and efficiently, but most importantly you must have a strong interest in Media issues and media production.

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Head of Media and Film Studies Department– Sarah Miji

You should do this course if...

You have an enthusiasm for and interest in understanding the organisations behind the media with the aim of pursuing a career in the media.

You enjoy getting to grips with the practical aspects of creating media products such as Advertising campaigns and short videos.

You enjoy learning how media products are marketed to specific audiences.

You are prepared to undertake research and planning as well as production work individually and in groups.

You are prepared to learn to write clearly and be willing to question your own beliefs and attitudes about the media and its influence.

Skills you will develop on this course.

Research skills
Using print packages
Using editing packages
Filming techniques
Analysis skills
Critical evaluation
Debate and presentation

Mandatory Units:

Unit 1: Introduction to Media and Textual Analysis

You will explore the area of media ownership and the production and distribution of media products like films and TV programmes. You will also develop understanding of how the media are regulated. You will study how meaning is created for an audience. At the end of this unit you will produce a portfolio of evidence.

Unit 2: Pre-production and planning

You will produce a portfolio of evidence demonstrating your skills in research, planning and production of a new media product such as a magazine or advert. You will also develop the analytical skills necessary to evaluate media products as well as build knowledge and understanding of how they are created.

Unit 3: Production

You will produce a portfolio of evidence demonstrating your knowledge and understanding of current media technologies and all stages of pre-production and production. You will learn about how to work in a real media environment.

Unit 4: Marketing Media and Audience Feedback

You will produce a portfolio of evidence demonstrating your skills in analysing existing media products like Advertising campaigns. You will produce a marketing plan for a new campaign and create advertising and promotional materials for the campaign as well as presenting it to an audience for feedback.

Optional units:

There will be a choice of eight optional units from a range of media eg:

Film and television production
Computer games production
Video production
Scriptwriting
Publishing
Design and layout

