CTEC Digital Media

Level 3 Cambridge Technical Extended Certificate in Digital Media is an Applied General course equivalent to 1 A Level. This builds upon the IT Creative iMedia skills students developed at KS4.

When it comes to progression or employment, students will learn about the variety of opportunities available to them, and the roles and responsibilities of media businesses and organisations within the sector.

The course supports the transferable skills required by universities and employers such as communication, time management, research and creativity skills.

Extended Certificate

56 UCAS points available

Student Profile

A successful student will:

Level 2 Merit in the IT Creative iMedia course or band 4 in GCSE Media Studies or an equivalent IT KS4 qualification.

Be interested in developing the knowledge and skills related to creating and promoting products using a variety of digital media.

Enjoy undertaking qualifications which have a mix of examined and coursework content.

Look to pursue a career using creative technology in the future.

Course Content (OCR)

Within this qualification the grade comes from a combination of written examinations and coursework units totalling 360 Guided Learning Hours (GLH). The final choice of units will depend on the students' strengths.

Exam Units:

Unit 01 - Media Products and Audiences (Mandatory 90 GLH)
Unit 02 - Pre-Production and Planning (Mandatory 90 GLH)
Unit 06 - Social Media and Globalisation (Optional 60 GLH)

Coursework Units:

Unit 03 - Create a Media Product (Mandatory 60 GLH)
Unit 20 - Unit 20 - Advertising Media (Optional 60 GLH)

Skills Gained

Students will develop professional and social skills through interaction with performers, clients and peers; as well as theoretical and technical knowledge and understanding to underpin these skills. This will allow their creativity and flair to be harnessed in the design and production of media products used within the industry.

They will also have the opportunity to develop conceptual ideas, and visualise these all the way through the production cycle; from planning and pre-production right through to editing, post-production and presentation of their selected media products, to further their understanding of how different businesses and organisations work within in the media sector work, particularly with their digital presence.

Trips / Cultural Experiences

Museum of Brands - London

The Future - What Next?

This course provides a strong base for progression to university, apprenticeships or work in the fields of Creative Media, IT, Computing or Marketing related disciplines of study.

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