

Cambridge TECHNICALS LEVEL 3

DIGITAL MEDIA

Cambridge
TECHNICALS
2016



Year 11 mini-project

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Media Level 3

Cambridge Technical Qualification.

Equivalent to 1 full A-Level.

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Year 1 Units

Unit 1 – Media Products and Audience (Exam)

Unit 3 – Create a media product

Unit 24 – Cross-media awareness



Mini-Project

This short course of work will provide an introduction into some key terms and concepts for working in and studying digital media.

We will focus on a number of the criteria to support **unit 3**.

DIGITAL MEDIA



LO	Pass
	The assessment criteria are the Pass requirements for this unit.
1. Be able to create a proposal with sample materials for an original media product to a client brief	<p>P1: Produce a proposal for the original media product to meet the client brief</p> <p>P2: Create sample materials to support the proposal</p>
2. Be able to plan and develop pre-production materials for an original media product to a client brief	<p>P3*: Develop pre-production materials for an original media product</p> <p><i>(*Synoptic assessment from Unit 2 Pre-production and planning)</i></p>

These are the criterion we will be focused on in the next few weeks.



Unit 3 Overview

Unit 3 assess your ability to plan and produce a media product.

The product you will be launching is a new magazine of a genre of your own choosing.

See the P1 PowerPoint guide to make a start on the criteria for unit 3.