

OCR National Certificate, National Diploma and National Extended Diploma in Media

Level 3

Mandatory units

Unit 1 Introduction to media and textual analysis

Unit 2 Pre-production and planning

Unit 3 Production

Unit 4 Marketing media and audience feedback

Introduction

The OCR Level 3 Nationals have been designed to provide candidates with high quality, industry-recognised qualifications geared to the specific requirements of key sectors.

The OCR Level 3 National Certificate, National Diploma and National Extended Diploma in Media have been developed to recognise candidates' skills, knowledge and understanding of media operations, technologies and environments. They accredit candidates' abilities to carry out a range of tasks and have been designed to recognise candidates' achievements in a modern, practical way that is relevant to the workplace.

The OCR Level 3 National Certificate, National Diploma and National Extended Diploma in Media have been accredited by QCDA.

datasheet

Unit content

Mandatory units

- Unit 1 Introduction to media and textual analysis
- Unit 2 Pre-production and planning
- Unit 3 Production
- Unit 4 Marketing media and audience feedback

Optional units

Non-specialist units

- Unit 5 Ideas generation for media products
- Unit 6 Production management in media organisations
- Unit 7 Presentations and exhibitions
- Unit 8 Drawing and illustration for the media industry
- Unit 9 Interview and presentation techniques
- Unit 10 Career planning in the media industry
- Unit 11 Developing skills through work experience in the media industry

Writing and publishing specialist pathway

- Unit 12 Factual writing for print products
- Unit 13 Fictional writing for print products
- Unit 14 Publishing
- Unit 15 Photography and digital imaging
- Unit 16 Design and layout

TV and film specialist pathway

- Unit 17 Video production and editing
- Unit 18 Audio for the moving image
- Unit 19 UK film studies
- Unit 20 Television production
- Unit 21 Writing for the screen
- Unit 22 Film and television production and editing
- Unit 23 Cartooning and animation

Audio specialist pathway

- Unit 24 Music technology
- Unit 25 Music recording and production
- Unit 26 Talk radio production
- Unit 27 Music radio production
- Unit 28 Writing for radio

Games design specialist pathway

- Unit 29 Design for games
- Unit 30 Art and animation for computer games
- Unit 31 Programming for computer games
- Unit 32 Computer games production
- Unit 33 Computer games technologies

Approval and funding

The OCR Level 3 National Certificate, National Diploma and National Extended Diploma in Media have been accredited at Level 3 of the National Qualifications Framework and centres will be eligible for funding under the Learning and Skills Council's Section 96/97 arrangements.

Qualification structure

Candidates can be entered for the OCR Level 3 National Certificate, National Diploma and National Extended Diploma in Media in a variety of ways:

- For the full qualification
- For an individual unit

For the **OCR Level 3 National Certificate in Media**, candidates **must** achieve the four mandatory units and two optional units*.

For the **OCR Level 3 National Diploma in Media**, candidates **must** achieve the four mandatory units and complete eight optional units**.

For the **OCR Level 3 National Extended Diploma in Media**, candidates **must** achieve the four mandatory units and complete fourteen optional units***.

For candidates attempting individual units, unit achievement will be individually certificated.

Specialist pathways in the National Diploma

If a candidate achieves a minimum Pass grade for at least four of the eight optional units from any one specialist pathway, the National Diploma will be endorsed with the pathway specialism.

To achieve an **OCR Level 3 National Diploma in Media (Writing and publishing)**, candidates must achieve:

- four mandatory units
- the four optional units from Units 12-16
- up to four different optional units

To achieve an **OCR Level 3 National Diploma in Media (TV and film)**, candidates must achieve:

- four mandatory units
- four optional units from Units 17-23
- up to four different optional units

* Only one of units 10 and 11 will count towards a full award

*** A maximum of six non-specialist units may be taken

** A maximum of five non-specialist units may be taken

To achieve an **OCR Level 3 National Diploma in Media (Audio)**, candidates must achieve:

- four mandatory units
- the four optional units from Units 24-28
- up to four different optional units

To achieve an **OCR Level 3 National Diploma in Media (Games design)**, candidates must achieve:

- four mandatory units
- the four optional units from Units 29-33
- up to four different optional units

Form of assessment

All units are centre-assessed and externally moderated by an OCR Visiting Moderator. All units are graded: Fail, Pass, Merit, Distinction.

Full award certificates will be graded: Pass, Merit, Distinction.

Progression routes

Progression into employment

These qualifications are designed to enable candidates to enter employment at operative or trainee level within a wide range of media environments.

Progression to further qualifications

These qualifications have been designed to develop the skills, knowledge and understanding required to enable progression to further qualifications.

Candidates who achieve these qualifications will be prepared to enter a variety of HND or degree level courses in Design-related subjects

Qualification support

The **Tutor's Handbook** offers centres a comprehensive guide to the structure and administration of these qualifications.

Our website, **www.ocr.org.uk**, contains all the most up-to-date and relevant information about the qualifications. This includes the Tutor's Handbook and Model Assignments (for specific units).

OCR runs regular programmes of training workshops for tutors to help centres maintain best practice in their delivery of these qualifications. For more details contact OCR Training on 0121 628 2950. If in doubt over any aspect of the specifications, assessment or administration for these qualifications, please contact OCR's Customer Contact Centre in Coventry where staff will help. Telephone 024 76 851509.

Fees

Centre approval	Free
Candidate entry	For current fees consult the OCR Nationals Administration Catalogue (A028)

What to do next?

To seek approval to offer the qualification(s), please apply on-line following the step-by-step guide to applying for approval for vocational qualifications indicated on our 'Centre Approval' webpage.

You might be interested to know that OCR staff are available to help with any aspect of setting up a vocational assessment centre. Through an advisory telephone call or a centre visit, we can assist, not only with the completion of the form, but also provide advice on the following areas:

- identifying potential candidates and marketing opportunities
- meeting OCR requirements
- identifying resourcing levels, both in terms of staff and equipment
- the documents you might need for the benefit of the candidates and a smooth running centre operation

For further information, please get in touch with our **Customer Contact Centre** by phone: **(024 7685 1509)**; email: **vocational.qualifications@ocr.org.uk**; or in writing: **OCR Customer Contact Centre, OCR, Coventry Office, Westwood Way, Coventry, CV4 8JQ.**

A summary of how the approval process works is provided in our **Admin Guide for Vocational Qualifications** (publication ref. code: A850). Our **Fees Booklet** (available to download from our website) lists the charges for centre evaluation, candidate entries and certification. Both publications are available to download from our website **www.ocr.org.uk**

www.ocr.org.uk

OCR customer contact centre

Vocational qualifications

Telephone 024 76 851509

Facsimile 024 76 851633

Email vocational.qualifications@ocr.org.uk

General qualifications

Telephone 01223 553998

Facsimile 01223 552627

Email general.qualifications@ocr.org.uk

OCR

1 Hills Road, Cambridge CB1 2EU

Telephone 01223 552552

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