



# 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)

## DIGITAL MEDIA PRODUCTION – Preparatory Work 2026

- 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 (JAN 2027)  
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 (JAN)  
(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 – JANUARY 2027.
- Help develop your understanding of the media industry as a whole
- Split into 6 Learning Outcomes
- Taught throughout September – January.

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>	

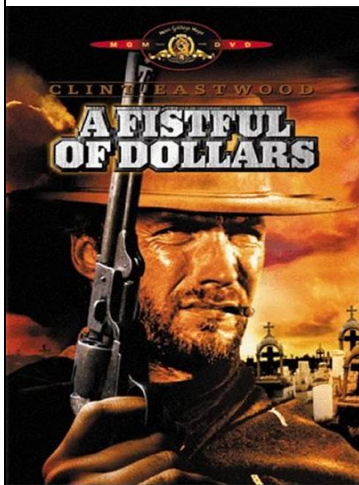
<b>MISE EN SCÈNE</b>	
<b>NON DIEGETIC SOUND</b>	
<b>REPRESENTATION</b>	
<b>VERISIMILITUDE</b>	

## 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.**

Codes and conventions of a Western:



- Cowboys
- Guns
- Wild West
- Saloons
- Horses
- Shot outs
- Types of actors (Clint Eastwood, John Wayne)
- Costume – hats, ponchos

Codes and conventions of an Action:



- Weapons/Guns
- Explosions
- Chase scenes
- Types of actors (Denzel Washington, Tom Cruise, Jason Statham)
- Love interest
- Missions
- Hero v Villain

Codes and conventions of	Codes and conventions of
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## 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. What meaning are the elements of Mise en Scene creating?



## DENOTATIONS AND CONNOTATIONS

**Denotation** and **Connotation** are two ways of understanding meaning in media:

- **Denotation** = the **literal, obvious meaning** of what you can see

👉 **What is actually there**

*Example:* “A man wearing a red jacket standing in the rain.”

- **Connotation** = the **ideas, feelings, or associations** linked to what you see

👉 **What it suggests or implies**

*Example:* The red jacket might suggest danger or passion; the rain has connotations of sadness, entrapment and isolation.

In short:

- **Denotation = what you see**
- **Connotation = what it means**

**TASK:** Produce an analysis of this film poster below. What meaning are the elements of Mise en Scene creating? Include analysis that explores connotations.

