

Year 12 Media

OCR Cambridge Technical Extended Certificate in Digital Media (equivalent to one A-Level), 50% Controlled Assessment, 50% Examination.
This is a vocational course that helps students develop the knowledge and practical skills required in the digital media industry. Students gain hands-on experience of the production process, developing their ideas from planning, through editing and post-production, to final presentation. Students study different types of media companies, developing understanding of the differences between independent and conglomerate organisations, as well as gaining knowledge of the financial and logistical constraints of creating media products.

Methods of deepening and securing knowledge:

Practical application	As a vocational course, students are expected to provide evidence that demonstrates their understanding of the concepts and theories studied. Analysis of existing, professional products informs independent, practical application in their own media productions.
Retrieval practice and Interleaving	Each topic builds on prior learning, practical work is reflected upon to reinforce examination preparation.

	Autumn term 1	Autumn term 2	Spring term 1
Topic(s)	<p>Introduction to CT Digital Media</p> <ul style="list-style-type: none"> • Audience. • Media Language. • Narrative. • Representation. • Industry. 	<p>Unit 20: Advertising</p> <p>Students create an advertising campaign for the school theatre production, conforming to the constraints of the production licence.</p> <ul style="list-style-type: none"> • Analysis of existing advertising campaigns. • Developing ideas for advertising campaigns. • Planning and pre-production. • Creating production content. 	<p>Unit 20: Advertising</p> <ul style="list-style-type: none"> • Post-production editing. • Responding to feedback. • Evaluating production. <p>Unit 24: Cross-media Industry awareness</p> <p>Students use their knowledge of the advertising industry to demonstrate their cross-media awareness.</p> <ul style="list-style-type: none"> • Analysis of cross- media productions. • Demonstrating understanding of the impact of technical convergence on the media industry. • Identifying job roles, skills and career pathways in the media industry.

Assessment	Internal assessment through discussion and completion of set tasks.	Internal assessment.	Internal assessment. External moderation.
CEIAG <i>(Careers that are linked to that topic)</i>	Students begin to learn about the wide variety of job roles within the industry across the different media platforms.	This unit gives a general overview of working in advertising; students sample professional practice, working to regulatory and budgeting constraints as well as the legal and ethical issues surrounding working under production licenses.	Unit 24 develops a deeper understanding of job roles within the media, the opportunities and career paths available, the preferred qualifications and character traits needed.

	Spring term 2	Summer term 1	Summer term 2
Topic(s)	Unit 2: Pre-Production and Planning Preparing for the summer exam. <ul style="list-style-type: none"> Understand the factors that need to be considered during the planning of a media product. Interpreting client requirements and target audience considerations. Planning the pre-production of a media product. Creating and evaluating pre-production documents. 	Unit 2: Pre-Production and Planning Revision Unit 21: Plan and deliver a pitch for a media product. <ul style="list-style-type: none"> Generate ideas for an original media product based on a client brief. 	Unit 21: Plan and deliver a pitch for a media product Students prepare for Year 13 controlled assessment by choosing to focus on either print or audio-visual media. By completing this unit, they are able to generate ideas for their own media product based on a client brief, pitch their ideas to a client, and be able to respond to feedback to prepare their idea for pre-production.
Assessment	Internal assessment. External moderation.	Unit 2: External examination.	Pitch/presentation. Internal assessment. External moderation.
CEIAG <i>(Careers that are linked to that topic)</i>	Unit 2 further develops understanding of staffing and personnel within a media company, as well as the logistical requirements of planning media productions.	To develop further understanding, case studies and real scenarios are used to illustrate issues production teams face.	Practical experience of pitching their ideas to real clients and focus groups. Students experience planning and delivering different types of presentations in different scenarios to further develop understanding of professional practice.

Independent Study

Controlled assessment tasks are set with appropriately scheduled deadlines, which reflect the guided learning hours of the unit. The expectation is that students will complete work across both lessons and within independent study time by the agreed deadlines.

