

## Year 13 Media

OCR Cambridge Technical Extended Certificate in Digital Media (equivalent to one A-Level), 50% Controlled Assessment, 50% Exam.  
Year 13 builds on the skills and experiences of Year 12, developing confidence and consolidating understanding of media industries and relevant theories. The course is structured to provide realistic constraints of professional practice; the course content offers some flexibility to suit the different needs and interests of the students in order to prepare them for higher education. A significant proportion of students go on to study media based courses at university.

### Methods of deepening and securing knowledge:

<b>Practical application</b>	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.
<b>Retrieval practice and Interleaving</b>	Each topic builds on prior learning, practical work is reflected upon to reinforce examination preparation.

	Autumn term 1	Autumn term 2	Spring term 1
<b>Topic(s)</b>	<p><b>Unit 21: Plan and deliver a pitch for a media product</b> Students continue to prepare for final products in their chosen formats, generating ideas for their product based on a client brief.</p> <ul style="list-style-type: none"> <li>• Create a proposal and pitch for an original media product.</li> <li>• Pitch ideas on a proposed media product and respond to questions.</li> </ul>	<p><b>Unit 1: Media Products and Audiences</b> Students reflect on the organisations, regulatory bodies, audiences and professional products studied in Year 12 and 13 to consolidate understanding for Unit 1.</p> <ul style="list-style-type: none"> <li>• The ownership models of media institutions.</li> <li>• How media products are advertised and distributed.</li> <li>• How meaning is created in media products.</li> <li>• The target audiences of media products.</li> <li>• Evaluate research data used by media institutions.</li> </ul>	<p><b>Unit 3: Create a Media Product</b> Students create the product ideas pitched in Unit 21.</p> <ul style="list-style-type: none"> <li>• Refine proposal and sample materials for media product from client feedback.</li> <li>• Refine pre-production planning.</li> </ul>
<b>Assessment</b>	Internal assessment. External moderation.	External exam.	Internal assessment. External moderation.

CEIAG (Careers that are linked to that topic)	Students develop professional practice, analysing and responding to client and focus group feedback to further develop productions to meet the needs of the client and audience.	Develops knowledge of working within the media industry across all platforms.	Students develop professional practice, creating their own media productions, responding to feedback to further develop work in post-production to meet the needs of the client and audience.
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	Spring term 2	Summer term 1	Summer term 2
Topic(s)	<b>Unit 3: Create a Media Product</b> <ul style="list-style-type: none"> <li>• Create production materials for an original media product.</li> <li>• Complete post-production editing.</li> <li>• Refine and improve from feedback.</li> </ul>	Preparation for summer resits. Controlled assessment catch-up and resubmissions.	
Assessment	Internal assessment. External moderation.	Resits: external exams. Resubmission of controlled assessment units. Internal assessment. External moderation.	
CEIAG (Careers that are linked to that topic)	Through evaluating their own work, students demonstrate how they have met the needs of the client and justify their responses to the brief.	Dependent on specific unit.	

### Independent Study

For unit 1, independent study tasks will be questions relating to exam preparation and past papers. For units 3 and 21, independent study will be a continuation of the NEA tasks.