(Creative) Digital Media

| **Course title:** OCR Level 3 Cambridge Technical Extended Certificate in Digital Media | **Exam board:** OCR | **Specification code:** 05844  QAN Code: 601/7259/9 |
| --- | --- | --- |
| **How will students be assessed?**  Over this two year course students will study a total of six units.  In Year 13 Students complete 4 internally assessed units. Two of these are estimated at 30 guided learning hours (Unit 21 and 24), and the remaining two (Unit 3 and 20) at 60 guided learning hours. The mark weighting reflects the hours.  **Year 12 Units**  Unit no. Unit Title Assessment Method Assessment Deadline  1 Media Products and Audiences Exam January 2021  2 Pre-Production and Planning Exam May 2021  **Unit Overview Year 13**  Unit no. Unit Title Assessment Method Assessment Deadline  21 Pitching a Media Product Internal October 2021  3 Create a Media Product Internal December 2021  20 Advertising Internal March 2022  24 Cross-media Industry Awareness Internal May 2022 | | |

| Half  Term | Year 13 - Key Content and Dates | |
| --- | --- | --- |
|  | Teacher: Mr Smith | Mr. Tate |
| 1 | **Unit 3 - Create a Media Product**  Completion of Proposals, and pre-production paperwork.  Production (Filming/Animating) from october | **Unit 24 - Cross Media Industry Awareness**  Report describing the media products of a chosen sector, use of new and converging technologies and how successful media products can be exploited across different platforms |
| 2 | Completion of filming or animation  Post Production and Evaluation  Looking at Legal and Ethical issues and applying theories/micro analysis from Unit 1 to your own work. | Understanding job roles in different media sectors, especially the personal attributes and skills required.  Discuss the importance of etiquette when working on media productions. |
| 3 | First Moderation Visit - Feb 2021 | |
|  | **Unit 20 - Advertising**  Analysing existing cross media campaigns, and identifying potential clients for students own productions.  Pre-production planning | **Unit 3 and 24** Adaptations in light of moderation |
| 4 | Production and Post production, then evaluation of effectiveness of campaign. | Unit 20 Advertising  Completion of outstanding work in advance of final moderation visit. |
| 5 | Second Moderation Visit May 2021 | |