(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 |
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| **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 Deadline1 Media Products and Audiences Exam January 20212 Pre-Production and Planning Exam May 2021**Unit Overview Year 13**Unit no. Unit Title Assessment Method Assessment Deadline21 Pitching a Media Product Internal October 20213 Create a Media Product Internal December 202120 Advertising Internal March 202224 Cross-media Industry Awareness Internal May 2022 |

| Half Term | Year 13 - Key Content and Dates |
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|  | 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 animationPost Production and EvaluationLooking 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 AdvertisingCompletion of outstanding work in advance of final moderation visit. |
| 5 | Second Moderation Visit May 2021 |