

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 12 Students complete the two externally examined units sitting their first exam for Unit 1 in January, the second exam for Unit 2 in May. Students begin their coursework units in the final half term of year 12. The remaining units are all internally assessed and externally moderated																							
Unit Overview Year 12 and 13 <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: left;">Unit no.</th><th style="text-align: left;">Unit Title</th><th style="text-align: left;">Assessment Method</th></tr> </thead> <tbody> <tr> <td>1</td><td>Media Products and Audiences</td><td>Exam</td></tr> <tr> <td>2</td><td>Pre-Production and Planning</td><td>Exam</td></tr> <tr> <td>21</td><td>Pitching a Media Product</td><td>Internal</td></tr> <tr> <td>3</td><td>Create a Media Product</td><td>Internal</td></tr> <tr> <td>20</td><td>Advertising</td><td>Internal</td></tr> <tr> <td>24</td><td>Plan a cross-media campaign</td><td>Internal</td></tr> </tbody> </table>			Unit no.	Unit Title	Assessment Method	1	Media Products and Audiences	Exam	2	Pre-Production and Planning	Exam	21	Pitching a Media Product	Internal	3	Create a Media Product	Internal	20	Advertising	Internal	24	Plan a cross-media campaign	Internal
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Half Term	Year 12 - Key Content and Dates
1	<u>Unit 1 - Media Products and Audiences</u> - Understand the ownership models of media institutions - Understand how media products are advertised and distributed - Understand how meaning is created in media products
2	- Understand the target audiences of media products - Be able to evaluate research data used by media institutions - Be able to evaluate legal, ethical and regulatory issues associated with media products Mock Exam
3	Unit 1 <u>Unit 2 - Pre-Production and Planning</u> Understand the factors that need to be considered during the planning of a media product
4	Unit 1 - Be able to interpret client requirements and target audience considerations - Be able to plan the preproduction of a media product
5	Be able to create and evaluate pre-production documents for a new media product
6	<u>Unit 21 - Plan and deliver a pitch for a media product</u> - Be able to generate ideas for an original media product based on a client brief - Be able to create a proposal and pitch for an original media product based on a given brief - Be able to pitch ideas on a proposed media product and respond to questions