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

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	Cross Media Industry Awareness	Internal

Half Term	Year 12 - Key Content and Dates
1	*Unit 1 - Media Products and Audiences* ● Understand the ownership models of media institutions ● Understand how media products are advertised and distributed ● Understand how meaning is created in media products First grade update – Mid October
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 – First Week in December in Lessons
3	**Unit 1 Exam - Thursday Jan 7th 2027 (pm)** *Unit 2 - Pre-Production and Planning* ● Understand the factors that need to be considered during the planning of a media product Grade Update – Mid January
4	**Unit 1 Exam Results - March 11th 2027** ● Be able to interpret client requirements and target audience

	considerations ● Be able to plan the preproduction of a media product Grade Update – End of March
5	● Be able to create and evaluate pre-production documents for a new media product **Unit 2 Exam - Thursday May 13th pm**
6	*Unit 21 - Plan and deliver a pitch for a media product* ● 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 July - Year 12 Reports issued