

# Digital Media

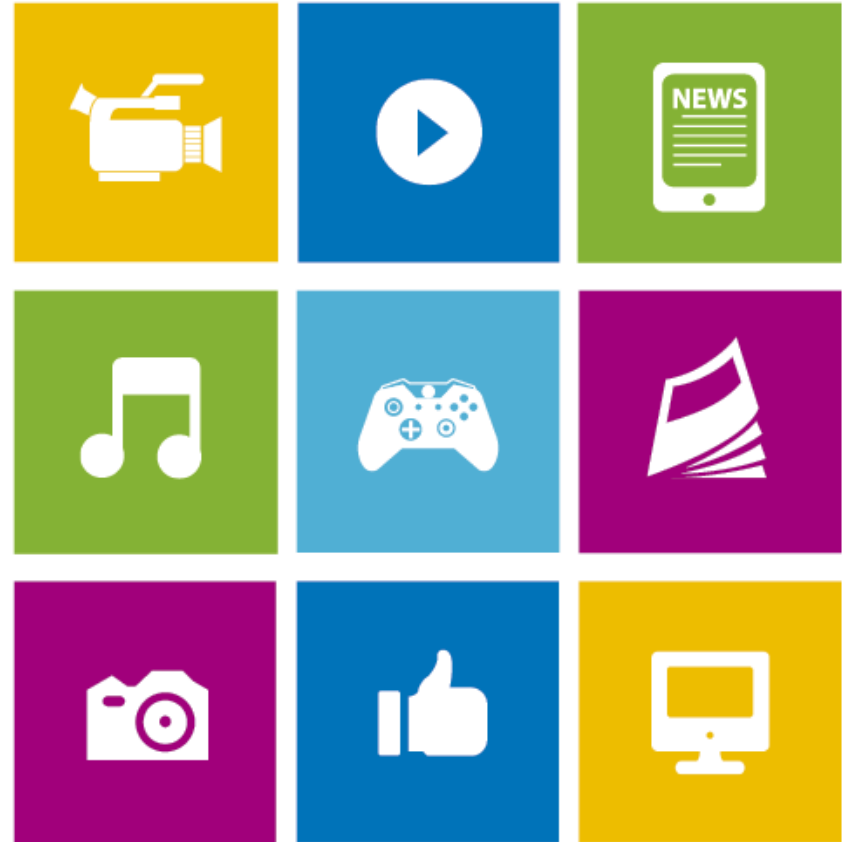
## Sixth Form Open Evening 2023



Welcome!

# Why study media?

- Increasingly important in a shifting media landscape
- ‘Media literacy’ as a fundamental skill
- Vocational aspects of the course suited for a career in media industries



# Course Content

## Year 12

### Unit 1 – Exam Unit

Looking at the fundamentals of Media Studies.

Looking at audiences, media production, construction of meaning, and effects of media.

Essays on genre, narrative, representation, and media effects.

### Unit 3

First practical unit

Students will create a audio-visual product to meet a given brief.

Documentation of research and production.

### Unit 24

Independent coursework unit

Researching cross-media advertising campaigns and the positive exploitation of media properties.

Looking at media careers and preparing for industry work.

# Course Content

## Year 13

Unit 21	Unit 20	Unit 2 – Exam Unit
<p>Pitch unit</p> <p>Students produce a pitch for an advertising campaign fitting a brief.</p> <p>Independent and group coursework including live recorded pitch.</p>	<p>Second, larger, practical unit.</p> <p>Students will build from their work in Unit 21 and produce an audio, audio-visual, and visual media product that work together as an advertising campaign.</p>	<p>Exam looking at preproduction and work within the media industry.</p> <p>Creation of preproduction documentation as well as demonstrating professional understanding of industry.</p>

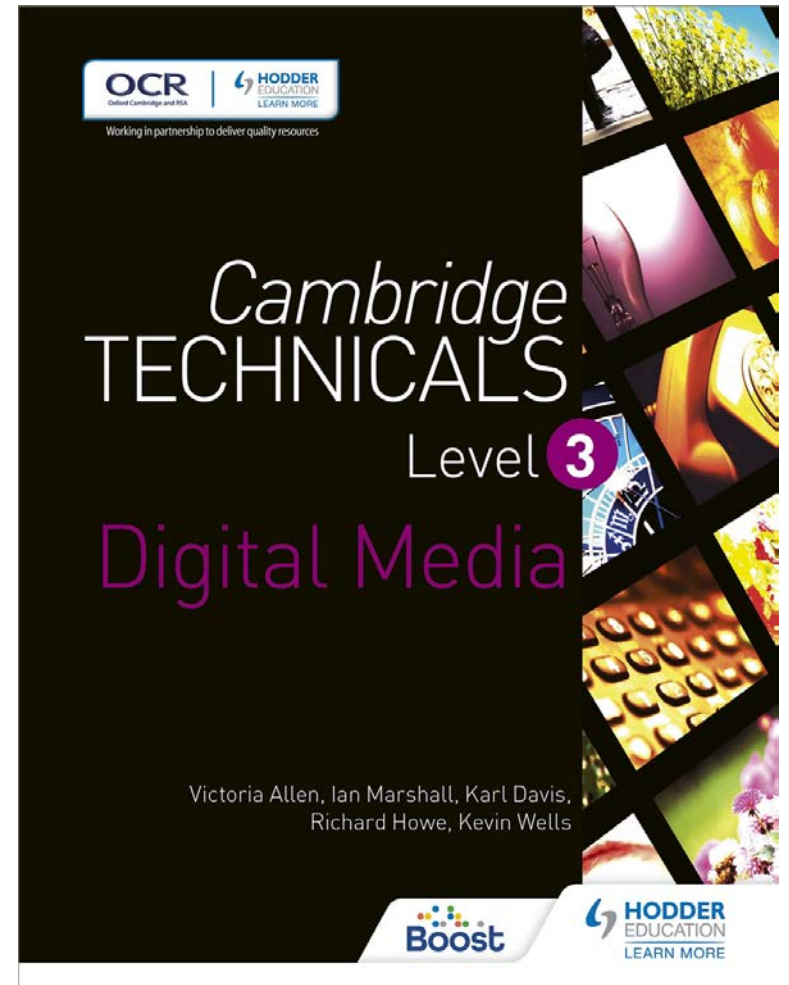
# Expectations of the course

- More academic than you might expect
- Lots of opportunities for creativity
- Lots of collaboration and groupwork
  - Accountability is paramount!
- Opportunities for experimentation and exploration creatively



# Outcomes

- Practical units treated like “first job”
- Knowledge and understanding of a fundamental aspect of our society
- Vocational support and connections with local media groups

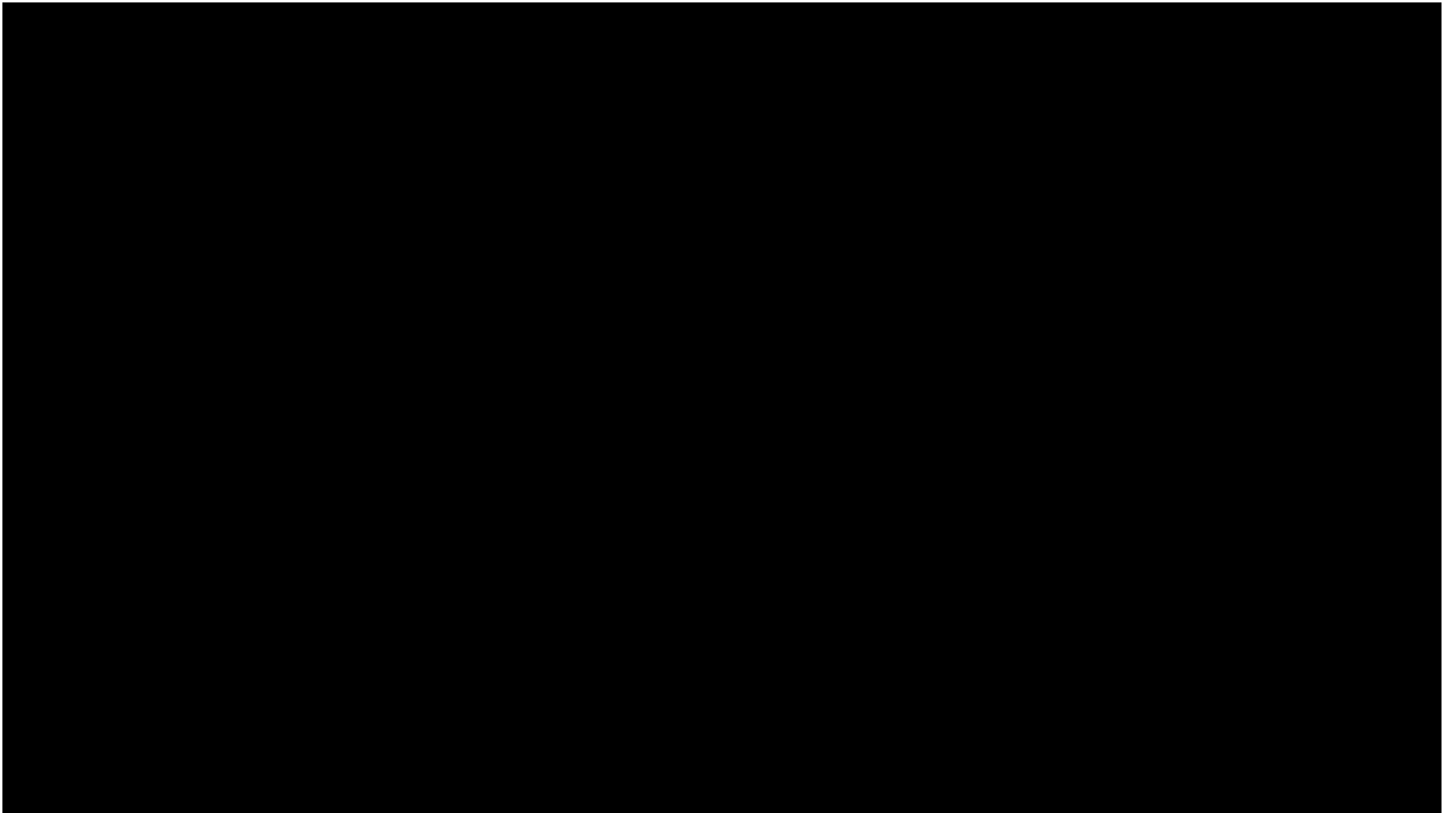


# Cambridge Technical BTEC and UCAS

Grade	UCAS Tariff points
D*	56
D	48
M	32
P	16

A Level	UCAS points
A*	56
A	48
B	40
C	32

Very similar – but no B equivalent





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Any questions?