



Exam Board: OCR
Qualification: CTEC Extended Cert
Assessment Information: 1 exam (2hrs) and two pieces of coursework
[Link to official specification](#)

Department Information:
The English and Media Department aims to provide a stimulating, dynamic and academically rigorous experience for all our students. To this end, we are dedicated to leading innovation within English and Media teaching and to forging strong links with other departments.

ACHIEVE in the curriculum:
In Digital Media course, we encourage our learners to strive for excellence both practically and academically. We encourage collaboration in practical work. Students will have to exhibit versatility as there is a broad range of content they must be familiar with to achieve.

Curriculum Aims & Intent:
The Digital Media course intends to give students a foundational understanding of Media industries and institutions as well as to develop skills in Media literacy and analysis.

Resources:
[Cambridge Technicals Level 3 Digital Media Textbook – ISBN 978 1 4718 7473 4](#)

How we keep parents informed:
Year 12 - Progress reports are published 4 times per year, in October, January, March and July, with a face-to-face parents' evening in November.

How parents can help their child:
Parents can help their children by offering exposure to media products such as films, TV, radio, newspapers etc. Parents can also aid in the production of coursework both in being on hand for practical assistance and also feedback on media created.

What we study and when:					
Term	Unit, Topic Or Summary Of Work Covered	Knowledge, Understanding & Skills Developed	ACHIEVE / Personal Development Focus	How The Work Is Assessed	Careers Links
1	Unit 1	The aim of this unit is for students to develop their understanding of how different media institutions operate in order to create products that will appeal to specific target audiences.	Ambition Versatility	PPE at the end of term 2	Understanding of different jobs in Media industries.
2					
3	Unit 3	The aim of this unit is to allow students to take their knowledge from Unit 1 and to plan and produce a media product. Students will plan, produce and edit original content for a media product in response to a given brief.	Collaboration Versatility	Coursework	Experience with practical media planning and production
4					

5	Unit 1	Revisiting unit 1 to cement learning and knowledge ahead of final exam for this unit.	Excellence	Exam in May/June	
6	Unit 24	The aim of this unit is for students to investigate products across different media industries and how intellectual property is positively exploited and how institutions use converging and emerging technologies to do so. Learners will also investigate different career opportunities within a media industry and the personal and professional attributes needed to excel.	Ambition Integrity Versatility	Coursework	Research on careers in Media industries