

**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 13 - Progress reports are published 4 times per year, in October, November and February, with a face-to-face parents' evening in December.*

**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 24	Finalisation of coursework and opportunity for students to push themselves to achieve a higher grade.	Ambition Excellence	Coursework	
2	Unit 2	Students will understand the preproduction process that the creative media industry follows when creating a product. Students will understand how to create pre-production documents in relation to client requirements and how to plan projects to meet these needs.	Versatility Endurance	Exam in January	Unit focuses on understanding the work flow within media industries and gives insight into media careers.
3	Unit 21	Students will be able to generate ideas for your own media product based on a client brief, pitch	Ambition Endurance Versatility	Coursework Recorded Pitch	Experience working individually to create a pitch,

		your ideas to a client, and be able to respond to feedback to prepare your idea for pre-production.			valuable experience for Media careers.
<b>4</b>	Unit 20	Students will understand advertising campaigns and how audio-visual, print based or audio advertising media are used within them. Students will plan an advertising campaign for a product or service, selecting the appropriate media components to produce it. Students will produce original media components for incorporating into a campaign, considering the market and its target audience, as well as legal and ethical constraints, to ensure that all components comply with the required codes and conventions of the genre.	Ambition Collaboration Endurance Versatility	Coursework	Opportunity for a variety of media production experience across different media sectors ie audio, visual and video. Research on advertising industry and how campaigns are created.
<b>5</b>					
<b>6</b>					