

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

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.

Term	Unit, Topic or Summary of Work Covered	Knowledge, Understanding & Skills Developed	ACHIEVE / Personal Development Focus	How the Work Is Assessed	Careers Links
1	<p>Unit 1: Media Products and Audiences – Explore how media institutions operate and create products for specific audiences.</p> <p>Unit 21: Pitching Media Proposals – introduction</p>	<p>Understanding of sectors, job roles, distribution channels, and audience demographics. Development of research and proposal-writing skills.</p>	<p>Ambition, Versatility.</p>	<p>Retrieval quizzes, class tasks, formative assessments.</p>	<p>Broad media industries; market research and pitching roles.</p>

	to pitching processes, audience research, and proposal planning.				
2	<p>Unit 1 (cont.) – deeper exploration of regulation, funding models, and audience engagement strategies.</p> <p>Unit 21: Refine music video pitch ideas, conduct competitor analysis, and prepare initial presentations.</p>	Analytical and evaluative skills on industry practices; ability to justify creative decisions for pitches.	Ambition, Collaboration, Versatility.	PPE at end of Term 2 (Unit 1 mock).	Broadcasting, production companies, creative agencies.
3	<p>Unit 1: Final consolidation of content and targeted revision for exam.</p> <p>Unit 21: Deliver formal music video pitches with supporting documentation and respond to peer/teacher feedback. Begin Unit 3: Create a Media Product – research music videos and plan production (storyboards, shot lists, schedules).</p>	Confidence in exam technique; ability to present professionally and adapt based on feedback; pre-production planning skills.	Endurance, Excellence, Versatility.	Coursework: assessed pitches (Unit 21); formative assessment for Unit 3 planning.	Pitching to clients, creative direction, production planning.
4	<p>Unit 3: Create a Media Product – film and edit music videos according to the brief. Focus on camera operation, sound,</p>	Technical production skills, teamwork, editing workflows, and problem-solving on set.	Collaboration, Endurance, Excellence.	Ongoing coursework monitoring.	Film/TV production, music video production, post-production.

	lighting, and post-production techniques.				
5	Unit 3 (cont.) – refine and finalise music videos, conduct evaluations against client requirements. Prepare for any final moderation.	Critical evaluation skills; understanding of meeting professional standards and deadlines.	Ambition, Excellence.	Coursework submission (Unit 3).	Multimedia production, editing, creative industries.
6	Unit 3 Enrichment & Showcase – optional extension tasks: behind-the-scenes documentation, reflective portfolios, and sharing work with peers/parents. Careers and progression guidance.	Reflection, self-promotion, and industry networking skills.	Curiosity, Integrity, Versatility.	Informal presentations and feedback.	Portfolio development, further study, apprenticeships.