

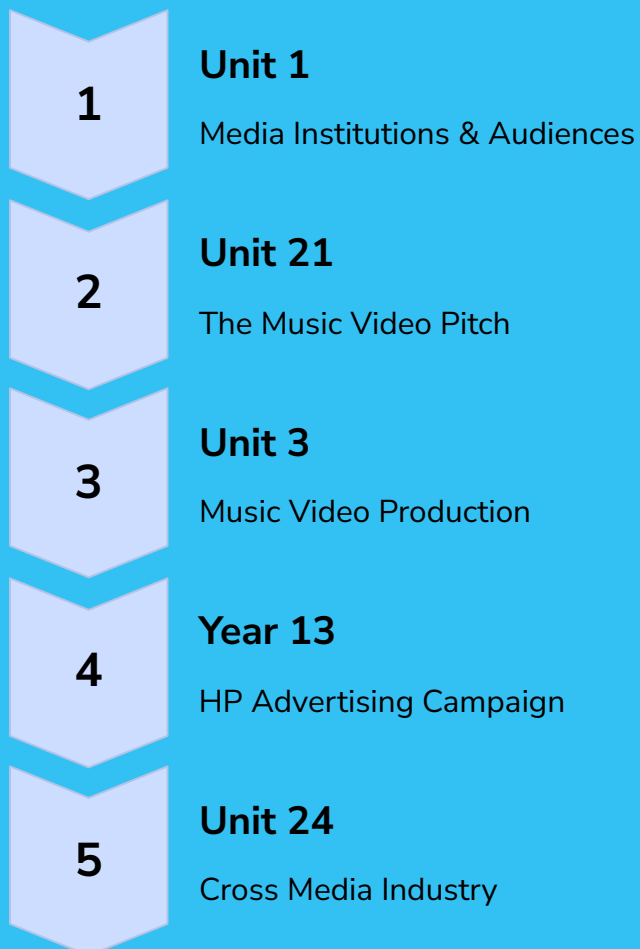
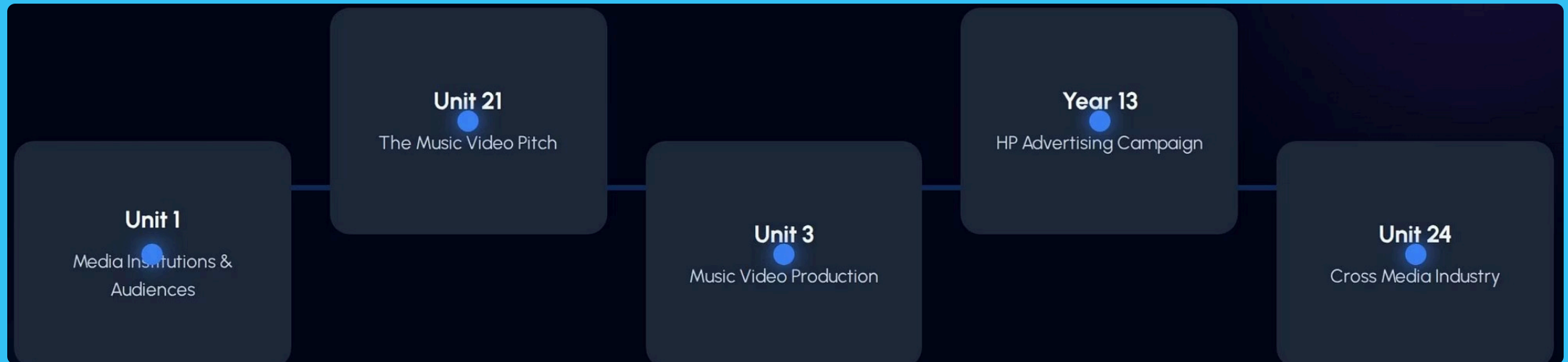
OCR Digital Media

Year 11 Taster Session: Building the Creators of Tomorrow



Your Creative Journey

From foundational theory to high-end professional production — here is the full path you will take across the course.





Unit 1: The Media Giants

Build the critical knowledge needed for industry awareness — assessed through an external exam.

Institutions

Discover how conglomerates like Disney and Netflix dominate the globe.

Audiences

How products are tailored to specific demographics and psychographics.

External Exam

Demonstrate critical knowledge and industry awareness under exam conditions.

Task 1: Who Owns What?

Media conglomerates own far more than you think. In pairs, research or discuss the following and note your answers.

1

Name the Parent Company

Which conglomerate owns Disney+, ESPN, and Pixar? What other brands do they control?

2


Identify the Audience

Pick one streaming platform. Who is their target demographic? How do you know?

3

Spot the Strategy

How does Netflix use data to decide what content to commission? Give one example.

 Be ready to share your answers with the group.

Unit 21: The Pitch

Before you film, you must **sell**. You will create professional concepts for a music video and pitch them to industry "clients." Master the art of persuasion, visual mockups, and handling feedback under pressure.



Develop Your Concept

Research your artist, define your visual style, and build a compelling treatment document.



Create Visual Mockups

Storyboards, mood boards, and location scouting — make your vision tangible before a single frame is shot.



Pitch Under Pressure

Deliver your concept live, field tough questions, and refine your ideas based on client feedback.



Unit 3: Production

This is where your concept meets the lens. You are responsible for the **full production cycle** of a music video.



Cinematography & Lighting

Frame every shot with intention and control the mood through light.



Advanced Post-Production

Edit, colour grade, and add effects to craft a polished final cut.



Directing Talent

Lead performers and crew on set to realise your creative vision.



The Magic of Advertising

In Year 13, you take on a massive brief: An advertising campaign for the Harry Potter Studio Tour. You'll create trailers, posters, and digital ads to sell an experience.

The Magic of Advertising

Trailers

Craft cinematic video content that builds anticipation and drives ticket sales.

Posters & Print

Design striking visual assets using professional typography and composition.

Digital Ads

Produce targeted social and online content optimised for different platforms and audiences.

Unit 24: Cross Media Industry

Understand how the modern media landscape operates across platforms, brands, and technologies.



Synergy

Learn how big brands use movies, games, and merchandise to create a unified, cross-platform experience.



Convergence

Understand how your phone has become a TV, a camera, and a shopping mall all in one.



Emerging Tech

Explore VR, AR, and AI tools that are changing how we consume media forever.

Taster Challenge: 60 Seconds to Pitch

In pairs, you have **5 minutes** to develop a music video concept for a "Mystery Artist." Then pitch it to the room in 60 seconds. You must decide on:

Visual Aesthetic


Neon? Gritty? Surreal? Define the look and feel of your video in one sentence.

One Unique Location

Where does your video take place? Why does this location serve the concept?

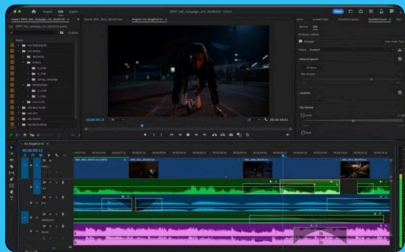
The Hook

What is the one unforgettable moment that makes people share this video?

 Your teacher will act as the "client." Be ready to defend your choices and respond to feedback!

The Industry Standard

You will graduate from this course with a professional toolkit used by working creatives worldwide.



Software

Master timeline editing software. Skills which are transferable to industry editing



Creative Flair

Develop your own visual style and artistic voice through hands-on project work.



Strategy

Learn the business behind the art — how to market and monetise your digital content.



Where Can This Take You?

The creative sector is the fastest-growing part of the UK economy.



Film & TV Production

Camera operator, editor, or director.



Music Industry

Artist management and video production.



Digital Marketing

Content creator or social media strategist.



Gaming & Interactive

UI/UX designer and community lead.

See You in September

✔ Any questions? Ask about the gear, the trips, or the coursework — we'd love to hear from you!