

OCR Level 3 Cambridge Technical Extended Certificate in Digital Media

Why study Digital Media at The Sixth Form at Ridgewood?

- Digital Media is a relatively new course at Ridgewood Sixth Form but has already proved to be a popular choice for our students in sixth form
- The Digital Media course covers a wide range of centre assessed units with practical and wider project-based assessment opportunities, as well as examined units
- Students will practically apply their skills and knowledge in preparation for further study, apprenticeship or the workplace, and the course will allow their creativity and flair to be harnessed in the design and production of media products used within the industry

What topics will I study in this subject?

Topic	What this means
Unit 1: Media Products and Audiences	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. Students will learn about the different ownership models within media industries, and they will learn how to analyse different media products within the sector in order to understand the fundamentals of how meaning is created for audiences. Students will learn about how audiences are categorised, researched and targeted by media producers. They will also learn about how media institutions distribute and advertise their products to audiences
Unit 2: Pre-production and planning	By completing this unit, students will understand the pre-production process the creative media industry follows when creating a product. They will learn how to carry out research in the planning stage of a media production and about the various acts of legislation that need to be considered. Students will also learn about the constraints that need to be considered when planning a new media production, including timescales and resources. They will understand how to create preproduction documents in relation to client requirements and how to plan projects to meet these needs.
Unit 3: Create a media product	The aim of this unit is for students to develop knowledge and understanding of the production processes of producing a media product. Students cover planning, pre-production, production and post-production for a print product.
Unit 22: scripting for media products	Scripts are an integral part of the majority of media productions from live theatre, film, television, comic books and even computer games. Good scripts are essential to ensure that a narrative flows well and a story is brought to life. By completing this unit students will understand scripts and the part they play in a range of media products. Students will be able to generate a range of ideas and then use one of these ideas to produce a script for a media product, in response to a client brief
Unit 23: Personal Media Profile	Students plan and repurpose previously created content for their own personal media profile. This can then be used as an online CV or portfolio for future job applications.
Unit 20: Advertising media	Understanding advertising campaigns and how audio-visual, print based or audio advertising media are used within them. You will plan and create your own advertising campaign

What skills will I need in this subject?

Skill	What this skill involves in this subject
Research	Throughout the two year course you will be expected to conduct your own independent research into topics and real world uses of Digital Media.
Timekeeping	Across the two years there are four coursework units so you need to be able to use your time well and meet deadlines.
Creativity	You will need to be able to create your own products from your own ideas and develop them

What will my lessons involve?

- During both years of the course your lessons will be split 50-50 between being focused on the exam units and the coursework units
- You will be tested in mock exams throughout the year to prepare you for these
- Most exam lessons involve explanation and discussion of a new concept, followed by further research of the topic and real world uses and applications, then practice questions on that concept.
- During coursework lessons, you will be introduced to a new topic and problem and then a number of your lessons will be for you to independently work on your coursework units with guidance from your teachers
- Frequently you will look at case studies related to the content

What will my independent study involve?

- You will be given regular work to do; this could involve research of an area or a new topic, practice questions or mini projects
- You will need to spend considerable time checking over your notes to ensure you understand the content
- During both years you will need to spend most of your time working on your coursework.
- Finally you will need to spend time doing exam practice and becoming familiar with the mark schemes and questions

How will I be assessed?

Percentage exam assessment: 50%	Percentage coursework assessment: 50%
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Assessment	Details of assessment
Unit 1: Media Products and Audiences	Exam – 1 hour 30 minutes (80 marks) – 25% of overall mark
Unit 2: Pre-production and planning	Exam – 1 hour 30 minutes (80 marks) – 25% of overall mark
Unit 3: Create a media product	Coursework – 16% of overall mark 5 Pass tasks, 4 Merit tasks, 1 Distinction task
Unit 22: scripting for media products	Coursework – 8% of overall mark 4 Pass tasks, 1 Merit tasks, 1 Distinction task
Unit 23: Personal Media Profile	Coursework – 8% of overall mark 5 Pass tasks, 2 merit tasks, 1 Distinction task
Unit 20: Advertising media	Coursework – 16% of overall mark 4 Pass tasks, 3 Merit tasks, 2 Distinction tasks

How do I know this is the right course for me?

- Students considering the course will need to be able to write extended, evaluative pieces of writing
- In addition to this, you will also need to be able to learn a vast amount of technical terminology for each of the exams
- If you are interested in aspects of media production or media businesses, you will find something on this course for you.
- You will need to be creative as you will be creating products based on your own ideas.

