



Digital Media

What will the course involve?

The department follows the OCR Extended Certificate syllabus. There are 3 core units and 3 optional units.

Unit 1: Media products and audiences

The aim of this unit is for you to develop your understanding of how different media instructions operate in order to create products that will appeal to specific target audiences.

Unit 2: Pre-production and planning

By completing this unit, you will understand the pre-production process that the creative media industry follows when creating a product.

Unit 3: Create a media product

The aim of this unit is for you to develop knowledge and understanding of the production processes for producing one of the following media products: print based, audio-visual, audio

Unit 20: Advertising Media

In completing this unit, you'll understand advertising campaigns and how audio-visual, print based or audio advertising media are used within them.

Unit 21: Plan and deliver a pitch for a media product

By completing this unit, you will be able to generate ideas for your own media product based on a client brief, pitch your ideas to a client, and be able to respond to feedback to prepare your idea for pre-production.

Unit 23: Create a personal media profile

The aim of this unit is to showcase the work that you have created supported by a media profile.

How will I be assessed?

Year 12 students will have an exam in January (Unit 1) and another in May (Unit 2) this will count 50% of the qualification. Moderation of unit 3 and 20 will also occur in May the remaining units (21 and 23) will be assessed in January in year 13. Students will then resit both unit 1 and 2 in May at the end of year 13. If students manage to achieve a distinction in both exams in year 12 they will not sit them again in year 13.



What skills will I develop?

You will develop professional and social skills through interaction with performers, clients and peers; as well as theoretical and technical knowledge and understanding to underpin these skills. This will allow you to use creativity and flair to be harnessed in the design and production of media products used within the industry. You will develop conceptual ideas, and visualise these all the way through the production cycle; from planning and pre-production right through to editing, postproduction and presentation of products.

You will also learn how to analyse target audience requirements, research market demand and bring a media concept alive working in line with legal and regulatory requirements, in a safe and effective way, protecting yourself and those your working with from injury or harm.

Where can the study of Digital Media lead?

Cambridge Technicals provide a strong base for progression to university, apprenticeships or work and are recognised for UCAS tariff points. The type of job roles this qualification could lead to are digital layout artists, digital graphic designers, assistant computer graphics modellers or assistant animators.

Where can I get more information?

For further information about studying Digital Media at Archbishop Blanch Sixth Form contact Mr P Love, Subject Leader for Digital Media admin@blanch.org.uk