

# A Level: Digital Media (ICT)

## Social and Computer Sciences

### Course Facts & Figures at a glance...

#### Subject Leader

Mrs Black

#### Course Title

OCR Level 3 Cambridge Technical Extended Certificate in Digital Media

#### QAN Code

601/7259/9

#### Awarding Body

OCR

#### Number of Units

3 per year

#### Unit Titles

Media products and audiences  
Pre-production and planning  
Create a media product  
Social media and globalisation  
Plan and deliver a pitch for a media product  
Create a personal media profile

#### Popular degree courses:

Achievement of this qualification can support you to go on and study in a Higher Education Institution either on relevant Media degrees such as Digital Media, IT, Media Production, Media and Communications, Journalism and Media or Digital Marketing or to support progression on to other degree courses.

In Year 12 you will study Unit 1. Media products and audiences, Unit 3. Create a media product and Unit 23. Create a personal media profile. Unit 1 is externally assessed. Unit 3 and 23 are internally assessed.

Across the three units you will learn to develop your understanding of how different media institutions operate in order to create products that will appeal to specific target audiences. You will learn about the different ownership models within media industries, how to analyse different media products within the sector in order to understand the fundamentals of how meaning is created for audiences. You will learn about how audiences are categorised, researched and targeted by media producers. You will also learn about how media institutions distribute and advertise their products to audiences. You will develop a detailed awareness of print, audio-visual and audio based media products and develop your own products for a given purpose.

In Year 13 you will study Unit 2. Pre-production and planning, Unit 6. Social media and globalisation and Unit 21. Plan and deliver a pitch for a media product. Unit 2 and 6 are externally assessed. Unit 21 is internally assessed.

Across the three units you will learn to understand the pre-production process the creative media industry follows when creating a product, to carry out research in the planning stage of a media production and

about the various acts of legislation that need to be considered. You will learn about the constraints that need to be considered when planning a new media production, including timescales and resources, how to evaluate the positive and negative impacts of social media on businesses, individual users and producers. You will also learn about issues surrounding censorship and regulation of social media, and the impact this has on media production and distribution. You will fully investigate how media producers use contemporary social media to generate ideas, fund and plan projects with other professionals and how social media is used commercially to create awareness and advertise products to global audiences. You will learn to 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.

No particular prior study is required, but we do strongly recommend that students hold a Level 2 English qualification, for example GCSE grade 4/grade C or above. Some learners may initially be admitted on to the course on a trial basis in order to assess their suitability.