



# DIGITAL MEDIA (SINGLE AWARD)

**DEVELOP YOUR CREATIVITY BY STUDYING A DIGITAL MEDIA COURSE THAT IS BASED ON REALISTIC WORKPLACE SITUATIONS, ACTIVITIES, AND DEMANDS. YOU WILL GAIN AN UNDERSTANDING OF THE MEDIA INDUSTRY BY ANALYSING MEDIA REPRESENTATION, PITCHING, AND PRODUCING MEDIA PROJECTS. LEARNING TO USE PROGRAMMES SUCH AS INDESIGN AND PREMIERE PRO IS ALSO INVALUABLE TO THOSE WISHING TO PURSUE A CAREER IN THE MEDIA INDUSTRY.**

**QUALIFICATION**  
**CTEC CERTIFICATE/EXT CERT**

**LEVEL**  
**LEVEL 3**

**CURRENT EXAM BOARD**  
**OCR**

## TOPICS YOU’LL COVER

### YEAR ONE

- Media products and audiences
- Create a media product
- Scripting for media products.

### YEAR TWO

- Pre-production and planning
- Create the use of sound in media
- Create a media profile.

## ASSESSMENT

You will be assessed by your teacher upon completion of each coursework unit. You will also be assessed by OCR following the completion of each two hour exam.

**EXAM:** Two exams

- 1 Media products and audiences (25%)
- 2 Pre-production and planning (25%)

**COURSEWORK:** Four assignments

- 1 Media product (12.5%)
- 2 Scripting (12.5%)
- 3 Use of sound in media (12.5%)
- 4 Media profile (12.5%)

## ENTRY REQUIREMENTS

At least five GCSEs at 4 or above, including English Language.

## PROGRESSION POSSIBILITIES

**CAREERS:** Journalist, radio presenter, foley artist, scriptwriter, sound engineer, web designer.

**UNIVERSITY STUDY:** Visual Communication, Media Studies, Media and Journalism, Radio Production, Digital Film, Moving Image, Broadcast Journalism, Television and Broadcasting.

## SKILLS DEVELOPED

- Managing time and resources
- Practical and creative skills in billboard design and radio production
- Computer skills (using Mac computers)
- Pitching and presentation skills
- Teamwork and problem solving skills
- Responding to realistic briefs
- Understanding of media theory
- Literacy and language skills
- Web design skills.

## ENRICHMENT OPPORTUNITIES

- Radio broadcasting with local radio station Unity 101
- Art Club
- Students will also have the opportunity to hear from industry professionals as part of our bespoke careers events and Industry Week programme.

**CURIOS ABOUT... MEDIA STUDIES?**

 Read - ‘Zucked’ by Roger McNamee and ‘Amusi8ng Ourselves to Death’ by Neil Postman

 Watch - Miss Representation (Documentary)

**Work Experience:** Students on this course are encouraged to undertake course-related work experience and can benefit from our extensive range of links with local employers.

**Disclaimer:** Information in this course leaflet is for September 2021 entry and is accurate at time of printing. All information provided is subject to change and may be updated during the academic year. Courses offered by the College are subject to change and are reviewed on an annual basis.