# Digital Media CTEC Diploma (OCR)

# Curriculum intent

# Our aim is to prepare pupils with practical, industry-relevant skills and knowledge to thrive in the dynamic digital media landscape.

**Focus:**

* Production: Master technical skills in digital media creation across audio, moving image, and interactive formats.
* Concept Development: Hone critical thinking and creativity to generate compelling content tailored for specific audiences.
* Industry Awareness: Understand the ever-evolving digital media landscape, its diverse products, and future trends.
* Professionalism: Develop effective communication, collaboration, and project management skills to excel in professional settings.

**Outcomes:**

* Confident, competent creators of digital media products.
* Adaptable and analytical thinkers equipped to navigate industry changes.
* Effective communicators and collaborators, ready for teamwork.
* Passionate lifelong learners, continually inspired by the power of digital media.

This curriculum intent underlines practical skills, industry awareness, and professional development to empower students for success in the digital media world.

Curriculum Map:

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| Term Date | Scheme of Work | Rational |
| Course Name and Course Code | **Digital Media Level 3** | |
| **2 Year Pathway**  **(Year 12)**  Autumn Term 2024  Unit 1  Exam Unit Jan | **Unit 1: Products and Audiences   The mediation process (core areas): ● Ownership ● Marketing/Dist ● Textual Analysis**  **Audience ● Research and exam stimulus ● Legal/Ethical  90 Hrs**  **Heart Radio**  **Kerrang Radio**  **Newspaper**  **Dr Who**  **Call of Duty**  **OCR WEBSITE – Lego Movie and Stranger Things** | Unit 1: Products and Audiences lays the essential foundation for any communication endeavour. By understanding **what constitutes a product (idea, message, etc.) and who it's meant to reach**, learners gain crucial analytical and strategic skills.  They learn to **assess needs, tailor content, and choose effective channels**, ensuring their communication resonates with intended audiences.  This empowers them to become **confident and purposeful communicators** across various contexts, be it writing, design, marketing, or public speaking.  This foundational unit sets the stage for subsequent learning, where students can refine their communication skills with greater clarity and purpose. |
| Winter Term 2024  Unit 9 | **Unit 9 comic book and graphic novel storytelling (60 Hrs.)**   * Narrative * Characters * Panel Placement * Graphics novels and comic industry * Scripts   **Comic Life – need to get this purchased. Updates included:**  **Plasq.com – Go on the education store** |  |
| Spring Term 2024  Unit 6 | **Unit 2: Pre production and planning**  90hrs  The mediation process (core areas):   * Pre-production documents * Pre-production tools * In role response to a scenario * Client briefs * Planning * Job roles and * responsibilities * Legal and ethical * Budgets | **Exam will be in Jan 2025 and** taking into consideration Unit 2 resit  **Exam preparation for Unit 6** |
| Summer Term  Unit 19 | **UK BROADCASTING – 19**  **● Public service and independent broadcasting**  **● Funding and regulation OFCOM**  **● Job Roles**  **● Advertising sales**  **● Demographic- RAJAR**  **● Types of delivery – tv, life events and**  **● Types of products – is it regular or life event is it annual?**  **● Is it recorded and regular**  **● TV, Radio and virtual platforms**  **ITV wants a new programme – commissioning a new company**  **Presentation to prove knowledge: Brief needs to pitch a product: Come up with a product or UK Broadcasting.** |  |
| **Moderation is twice a year – The school will have two visits from the moderator (digital) this will be to assess units.**  **The first Unit to be moderated will be Unit 3 and Unit 21 – this should take place in March or April.**  **The second Units to be moderated are Unit 4 and Unit 12.**  **Resubmission for Unit 3 and Unit 21 will be held in June**  **September Digital Media team need to book in with the OCR moderator to (details from exams officer) JE – Book in for moderations** | | |

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| Term Date | Scheme of Work | Rational |
| Course Name and Course Code | **Digital Media Level 3 (Year 2)** | |
| **2 Year Pathway**  **(Year 13)**  Autumn Term 2024  Unit 19 | **UK BROADCASTING – 19**  **● Public service and independent broadcasting**  **● Funding and regulation OFCOM**  **● Job Roles**  **● Advertising sales**  **● Demographic- RAJAR**  **● Types of delivery – tv, life events and**  **● Types of products – is it regular or life event is it annual?**  **● Is it recorded and regular**  **● TV, Radio and virtual platforms**  **ITV wants a new programme – commissioning a new company**  **Presentation to prove knowledge: Brief needs to pitch a product: Come up with a product or UK Broadcasting.** |  |
| Winter Term  Unit 1  Exam Unit | **Unit 1: Products and Audiences   The mediation process (core areas): ● Ownership ● Marketing/Dist ● Textual Analysis**  **Audience ● Research and exam stimulus ● Legal/Ethical  90 Hrs**  **Heart Radio**  **Kerrang Radio**  **Newspaper**  **Dr Who**  **Call of Duty**  **OCR WEBSITE – Lego Movie and Stranger Things** | Unit 1: Products and Audiences lays the essential foundation for any communication endeavour. By understanding **what constitutes a product (idea, message, etc.) and who it's meant to reach**, learners gain crucial analytical and strategic skills.  They learn to **assess needs, tailor content, and choose effective channels**, ensuring their communication resonates with intended audiences.  This empowers them to become **confident and purposeful communicators** across various contexts, be it writing, design, marketing, or public speaking.  This foundational unit sets the stage for subsequent learning, where students can refine their communication skills with greater clarity and purpose. |
| Spring Term 2024  Unit 9 | **Unit 2: Pre production and planning**  90hrs  The mediation process (core areas):   * Pre-production documents * Pre-production tools * In role response to a scenario * Client briefs * Planning * Job roles and * responsibilities * Legal and ethical * Budgets |  |
| Spring Term 2024  Unit 6 | **Unit 6: Social Media and Globalisation**  60 Hours   * Getting messages out to global communities * Media that connects people internationally * Ideas of technology providing parity: citizens and journalism. * Different media technologies   **Exam will be in Jan 2024 and** taking into consideration Unit 2 resit  **Exam preparation for Unit 6** |  |
| Summer Term |  |  |
| **Moderation is twice a year – The school will have two visits from the moderator (digital) this will be to assess units.**  **The first Units to be moderated will be Unit 10 and Unit 13 (March/ April)**  **Resubmissions: Unit 3/21 and Unit 4/12**  **Unit 23 will be moderated and resubmission for Unit 10 and 13 / 4 and 12**  **(FINAL DEADLINE FOR UCAS IS THE 30TH OF JUNE)**  **We will have to ensure that we have had our visit before or on the 30th of June.** | | |