



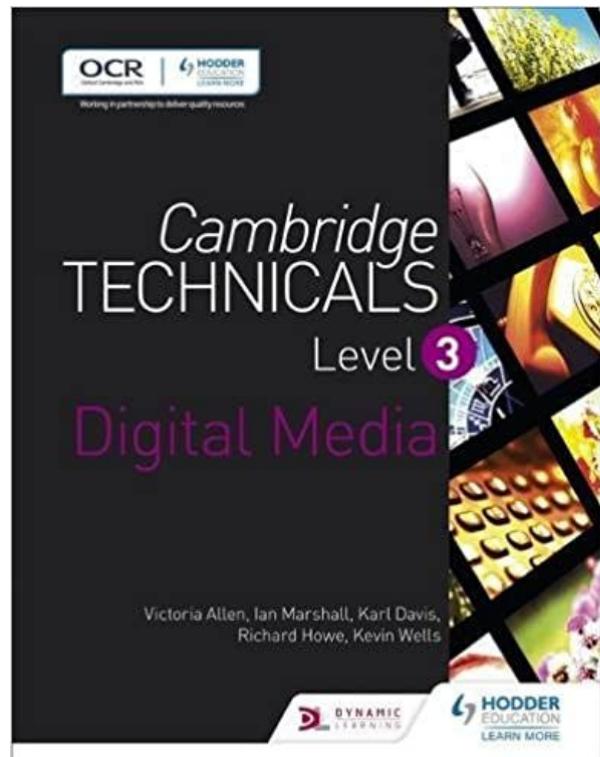
# Digital Media

## Year 12 and 13

Students complete the Level 3 Digital Media course which 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 course includes ICT skills and knowledge to ensure that they are desirable candidates for work and Higher Education. This will allow their creativity and flair to be harnessed in the design and production of media products used within the industry.

Students will develop conceptual ideas, and visualise these all the way through the production cycle; from planning and pre-production right through to editing, post-production and presentation of products. They'll 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 themselves and those they're working with from injury or harm.

In the First Year of the course the students will study **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 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. This Unit contributes to 25% of the course and is an externally assessed written Examination paper.





For **Unit 2- Pre-production and planning**, the knowledge and understanding developed in this unit is transferable to a number of other units. 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 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 pre-production documents in relation to client requirements and how to plan projects to meet these needs. This Unit contributes to 25% of the course and is an externally assessed written Examination paper.

**Unit 3- Create a media product.** The aim of this unit is for your students to develop knowledge and understanding of the production processes of producing a media product from one of the following:

- Print-based product
- Audio-visual product
- Audio product.

Students will apply their learning gained in Units 1 and 2 to plan and produce a media product. They will complete planning materials to take forward in the production and post-production stages of an intended media product. Students will plan, produce and edit original content for their intended product. By completing this unit students will have the skills to:

- Create a proposal to meet a client brief
- Produce planning materials
- Create and manage original content for the product
- Apply editing techniques.

This Unit is a practical based unit and will be Internally Moderated and is 16.7% of the qualification. The Unit will involve using Industry Standard tools and software and will enable the students to be highly employable in a competitive job market as well as having the skills for the future- from University and beyond.

**Unit 6- Unit 6 Social media and globalisation.** Social media has revolutionised the way in which people connect and we can interact in an instant with someone on the other side of the world. In terms of media production, social media has also fundamentally changed the

“Technology is not just a tool. It can give learners a voice that they may not have had before.”

**George Couros**



way in which media institutions and creative professionals reach and interact with target audiences who are now global. The aim of this unit is to enable students to understand the ways in which online technologies and social media products have created a globalised, connected society and how such tools are used by media producers. As part of this students will evaluate the positive and negative impacts of social media on businesses, individual users and producers. They will also learn about issues surrounding censorship and regulation of social media, and the impact this has on media production and distribution. Students 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. This is an externally examined unit and counts towards 8.3% of the final qualification.

**Unit 21- Plan and deliver a pitch for a media product.** A media product does not simply exist in a vacuum. There is much work to be done before the product is finally consumed by an audience. Like most commercial products, a media product starts life as an idea in the mind of its creator or creators who then have to sell the idea to those who have the means to produce it. In order to convince the producers that it is a good idea, the creator(s) have to show what the end product might look/sound like and convince them that there is a unique selling point to attract a particular audience.

Students will choose to focus on either print, audio, or audio-visual media. By completing this unit they'll be able to generate ideas for their own media product based on a client brief, pitch their ideas to a client, and be able to respond to feedback to prepare their idea for pre-production. This is an internally moderated unit and counts towards 8.3% of the final qualification.

### **Future Employment and Education**

This course gives students the tools they need for everyday life; as well as making students highly employable due to the technological advantage they will have over other candidates. This is because an ICT qualification is highly desirable in the global and local economy of the ever changing ICT and Technological Landscape. Whether you want to work in the ICT and/or study it at University you will gain valuable ICT skills that will ensure you are a lifelong learner.