

Digital Media



Exam Board OCR

How is the subject assessed?

- 2x External Assessments
- 3 x Internal Assessments



Which subjects does this combine well with?

- Information Technology
- Business
- Art & Design
- English



Careers this qualification can lead to:

Graphic Designer, Games Designer, Film, TV, Music Pre-production, Production, Post-production, Script Writer, Game Designer, Digital Marketing

Summary of subject

This qualification will introduce learners to the Digital Media sector enabling them to learn and be assessed in practical and relevant ways. The qualification will enable learners to acquire a range of transferable skills and knowledge including: research, communication, creativity, presentation, decision-making and critical-thinking skills. All of which are valued by higher education and highly regarded by employers. The mandatory units are:

Unit 1: *Media products and audiences (External Assessment)*

Unit 2: *Pre-production and planning (External Assessment)*

Unit 3: *Create a Media Product (Internal Assessment)*

The optional units below have been designed to support choices for further study, and employment needs:

Optional Units: *Social media and globalisation, Journalism and the news industry, The creation and use of sound in media, Advertising media, Plan and pitch a media product, Scripting for media products, Create a personal media profile, Cross-media industry awareness*

