



# DIGITAL MEDIA

***Course: OCR Cambridge Technical Level 3 Extended Certificate in Digital Media***

## Students will enjoy this course if they:

- Have an interest in film, television, advertising, photography, social media or digital content creation.
- Enjoy being creative and bringing ideas to life.
- Are interested in how media products influence audiences.
- Like planning, designing and producing their own work.
- Are willing to complete independent research and practical coursework.
- Are confident using ICT and are keen to develop new digital production skills.

Students should have a genuine interest in the media industry and be prepared to engage with a wide range of media products. They should enjoy analysing media, working independently and collaboratively, meeting deadlines and developing both creative and analytical skills.

## Course Structure

This qualification is assessed through a combination of written examinations and coursework. Students will complete the following units:

**Unit 1:** Media Products & Audiences (Exam)

**Unit 2:** Pre-Production & Planning (Exam)

**Unit 3:** Create a Media Product (Coursework)

**Unit 6:** Social Media & Globalisation (Coursework)

**Unit 20:** Advertising Media (Coursework)

## TASK A: MEDIA DIARY

Media is all around us. Before starting the course, we would like you to think carefully about the media you consume every day.

Keep a Media Diary for **two weeks**.

Record all the media you consume, including:

- Television programmes
- Films
- YouTube
- TikTok
- Instagram
- Spotify
- Podcasts
- Video games
- Newspapers and news websites

For each item, record:

- Platform used
- Genre or format
- Target audience
- Purpose (inform, educate, entertain or persuade)
- How people, places or events are represented
- Why you think it appeals to its audience

At the end of the two weeks, write a short reflection (approximately **300 words**) explaining:

- Which platforms you use most frequently.
- How social media influences your choices.
- What your media habits reveal about you as an audience member.

## TASK B: CREATE A SOCIAL MEDIA CAMPAIGN

This task explores social media and digital marketing. Design a social media campaign for a fictional (suitable for school) product, service or event.

Examples include:

- A new energy drink
- A music festival
- A new clothing brand
- A horror film
- A charity campaign
- A gaming event

Your campaign should include:

- A brand name and logo.
- Captions and hashtags.
- A profile of your target audience.
- A short explanation of why your campaign would appeal to that audience.

You may use free design software such as **Canva**.

## TASK C: ANALYSE AN ADVERTISEMENT

Advertising is an important part of the course. Choose a recent (suitable for school) advertisement from television, YouTube or social media.

Produce a one-page analysis explaining:

- Who the target audience is.
- What the purpose of the advertisement is.
- The persuasive techniques used.
- How images, colour, sound and language attract the audience.
- Whether you think the advert is successful and why.

## TASK D: EXPLORE A SOCIAL MEDIA TREND

Social media changes constantly and has a significant impact on society. Choose a recent suitable for school social media trend, creator or viral campaign.

Create a poster or short presentation explaining:

- What the trend is.
- Which platform it became popular on.
- Why it spread so quickly.
- The positive and negative impacts it has had.
- How businesses or brands have used similar trends to promote products or services.

## RECOMMENDED TEXTBOOK

### Cambridge Technicals Level 3 Digital Media

- Published: 5 September 2016
- ISBN: 9781471874734
- Format: Paperback
- Pages: 296
- Publisher: Hodder Education
- Price: prices may vary depending on the retailer.

This textbook is used throughout the course and provides excellent support for both the examined units and course-work units. Students are strongly encouraged to purchase a copy before starting in September to support independent study and revision.

## HOW YOU WILL BE ASSESSED

Your summer preparation work will not form part of your final qualification, but it will help prepare you for the expectations of the course.

Your work will be assessed using the following criteria:

### Distinction

All tasks are completed in full and demonstrate a clear understanding of digital media concepts. Research is thorough, detailed and relevant throughout. Creative work is imaginative, well planned and targeted appropriately to its intended audience. Written work is well organised, with excellent presentation and very few errors in spelling, punctuation and grammar (QWC).

### Merit

Most tasks are completed and show a good understanding of digital media concepts. Research is detailed and generally relevant. Creative work is effective and demonstrates good planning. Presentation is clear, with some errors in spelling, punctuation and grammar (QWC).

### Pass

Some tasks are completed and demonstrate a basic understanding of digital media concepts. Research is limited and lacks detail. Creative work shows some effort but may not fully meet the task requirements. Presentation is basic, with a number of errors in spelling, punctuation and grammar (QWC).

## QUERIES

If you have any queries, please email:

[digitalmedia@sacredh.lbhf.sch.uk](mailto:digitalmedia@sacredh.lbhf.sch.uk)

We will be happy to answer any questions about the course, equipment, summer preparation tasks or starting Digital Media in September.