

Year 12 DIGITAL MEDIA Curriculum Map

<https://www.ocr.org.uk/qualifications/cambridge-technicals/digital-media/qualifications-at-a-glance/#level-3>

Term	Topic/Unit title	Essential knowledge and skills (what students should know, understand and be able to do by the end of the unit/topic)
Autumn 1 – Spring 2	Unit 1 – Media products and audiences	<p>Examined in January (Year 12) examination series</p> <p>LO1 -Understand the ownership models of media institutions</p> <p>LO2 – Understand how media products are advertised and distributed</p> <p>LO3 – Understand how meaning is created in media products</p> <p>LO4 – Understand the target audiences of media products</p> <p>LO5 – Be able to evaluate research data used by media institutions</p> <p>LO6 – Be able to evaluate legal, ethical and regulatory issues associated with media products</p>
Autumn 2 – Summer 1	Unit 2 – Preproduction and planning	<p>Examined in June (Year 12) examination series</p> <p>LO1 – Understand the factors that need to be considered during the planning of a media product</p> <p>LO2 – Be able to interpret client requirements and target audience considerations</p> <p>LO3 – Be able to plan the pre-production of a media product</p> <p>LO4 – Be able to create and evaluate pre-production documents for a new media product</p>
Spring 1 – Summer 1	Unit 3 – Create a media product	Board set assignment – to be submitted for the June (Year 12) examination series

		<p>LO1 – be able to create a proposal with sample materials for an original media product to a client brief</p> <p>LO2 – Be able to plan and develop pre-production materials for an original media product to a client brief</p> <p>LO3 - Be able to create production materials for an original media product to a client brief</p> <p>LO4 – Be able to carry out post-production techniques and processes for an original media product to a client brief</p>
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