



# Post 16 Prospectus: DIGITAL MEDIA

L3 Cambridge Tech. Cert. (1 year), L3 Cambridge Tech. Ext. Cert. (2 years)

Examining Board: OCR

## AIM

Digital Media is an exciting, practical and highly relevant subject. The syllabus is designed to provide students with the opportunity through applied learning to develop the core specialist knowledge, skills and understanding required in the digital media sector.

Our students' level of achievement in Media has been consistently outstanding. Our students' coursework (including the research this requires) has been highly praised by our exam board, whilst many of our students have seen their work screened in a cinema as part of a national film festival; we aim to look higher than producing work that has the appearance of being a student production.

The Cambridge Technical in Digital Media is a unique blend of practical production and theory-based work. The course is designed to continually combine these two elements, so that your learning on theory is enhanced through practical exercises. We want you to emerge able to perceive and identify the hidden ideologies, or persuasive techniques, at play across our media, and be able to skillfully deconstruct any media text. We want you to grasp institutional, industrial & technological context as part of this. We want to equip you with an ability to tie media theories into relevant current affairs. We want to enhance your traditional academic skills whilst training you with filming, editing & blogging skills highly prized in modern business & academia.

You will develop valuable skills in:

- Essay writing and planning
- Research & presentation of findings
- Pitching using modern presentation techniques
- Blogging, using a variety of multimedia tools
- Academic theory, & critiquing/comparing/applying these
- Critical self-reflection
- Business-style audience testing & research; responding to 'consumer' feedback
- Cross-curricular links: opportunities & encouragement to apply relevant learning from/to other subjects
- Organisation, self-management & working with others (coursework production)
- Film production



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## COURSE CONTENT

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1	Media products and audiences (Unit 1)	4	Plan and deliver a pitch for a media product (Unit 21)
2	Pre-production and planning (Unit 2)	5	Create a media product (Music video production) (Unit 3)
3	Scripting for media products (Unit 22)	6	Advertising media (Unit 20)
ASSESSMENT			
One 2 hour exam at the end of Year 12 (Unit 1) 25% of the course.		Coursework blog for Units 3, 20, 21 and 22 50% of the course.	
One 2 hour exam at the end of Year 13 (Unit 2) - 25% of the course.			

## SUBJECT ENRICHMENT

Through trips and guest speakers Media students will get to hear directly from industry experts, and benefit from many extra-curricular opportunities for school or community projects. There are opportunities to gain useful experience and boost your CV/UCAS profile by working with younger students through the new Year 9 Media course. We have welcomed professional filmmakers into school, and gone to hear from leading personnel in companies such as Warp Films and Working Title. Five of our current students were accepted to the BFI Film Academy Leeds and are attending a term long series of workshops with industry professionals and will earn a Level 2 'Introduction to working in the film industry' qualification by the end.

## SUBJECT SPECIFIC ENTRY REQUIREMENTS

General entry requirement for Post-16: 5 grade 4 at GCSE, including English and/or Maths.

Subject Specific entry requirements: Grade 4 in Media or 4 in best English if Media not taken

## A STUDENT PERSPECTIVE

*"Media is a fantastic subject, I learnt more from Media than I ever hoped I would."* (Conal, Year 13)

*"A subject that has transformed the way I view the world, Media Studies is every academic subject rolled into one, and for that reason alone it is worth choosing. Media has armed me with the skills I need for university, and without this I wouldn't be going."* (Amber, Year 13)

## WHERE NEXT?

Many Media students have gone on to a wide range of universities across the UK to study for Media, Film, Journalism, Marketing, Communications and Event Management degrees, with the range of academic work we do preparing students well for any degree course requiring research, analysis and application of a range of academic theories. Students have selected both theory-based and production-based routes. Several Media students have also been head-hunted for employment as a direct result of the impressive quality of their multimedia blogs and film, video and print productions.



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IGS is a fantastic place to study Media. As well as excellent resources, the school also benefits from knowledgeable and experienced staff who have worked in the creative sector. Mr Van Zomerplaag, the subject leader, has worked in the film and design industries and can provide excellent, industry relevant support as well as pushing students to be ambitious in their work. Mrs Hutchings is a former BBC video editor who uses her experience of the whole production process to encourage students to stretch their technical capabilities in order to maximize their creativity. Miss Parmar is a Media and English academic who delivers expert guidance on film theory. She has a wealth of experience in producing different media texts from print to screen and uses this, combined with her English knowledge, to encourage students to be creative, analytical and to focus on smaller details for the biggest impact.

In Media Studies, we place an emphasis on the use of digital technology to help learning. As a class, we will create an ongoing blog where students can talk to each other and their teacher to share information, check their understanding and review their learning. As well as being an excellent resource for home learning and exam preparation, the class blog is also an excellent resource for uploading and sharing media when students are in production.

Amber, who attained an A\* in Media Studies, went on to work for a top digital marketing company based on the strength of the blog she created in the second year of her course. The following year, Molly and Paige went on to study Media at their first choice universities, again based largely on the strength and quality of their Media Studies coursework. Many Media Studies students from IGS pursue higher education and careers in the creative sector, built on the passion for the subject they developed whilst studying at the school.