

# Digital Media

Media studies at Key stage 5 is a vocational course and gives students the skills to study a range of media forms in terms of a theoretical framework which consists of media language, representation, media industries and audiences. The following forms are studied in depth: television, online, social and participatory media, advertising and marketing, film and video games. Students will gain analytical and production skills across a range of platforms. They will apply their understanding through the construction of individual media products using industry software. The skills acquired are transferable to many jobs, and hobbies, inside and beyond the media sector.

## Content of course

50% Examination and 50% Non-Examined Assessment (coursework)

### Year 12

#### Unit 1: Media Products and Audiences

##### Written examination: 2 hours 25% of qualification

This unit centres on the critical examination of a diverse range of media products and their processes of production. It engages in an in-depth study of the techniques employed to construct meaning for audiences, drawing upon the theoretical frameworks of established media scholars such as Strauss, Todorov, Mulvey, and Barthes. Furthermore, it analyses the methods of data collection utilised by organisations including RAJAR, NRS/PAMCo, and BARB, as well as the ways in which such data is applied within the media industry. The analysis of contemporary case studies facilitates a critical examination of the ethical and moral dimensions of media products. It involves the critical examination of how certain products may present ethical and moral complexities, requiring the formulation of evaluative arguments regarding their potential to influence audiences in a negative way.

### Year 13

#### Unit 2: Pre-production and Planning (completed in Yr13)

##### Written examination: 2 hours 25% of qualification

This unit explores the regulation of media products and their compliance with legal frameworks. In addition, the unit addresses a broad range of pre-production documentation, where students are expected to apply their creative skills in producing visualisation diagrams, storyboards, wireframes, and related materials. Each product will be subject to rigorous evaluation in order to develop the analytical and critical skills necessary for the 20-mark extended response featured in the examination.

### NEA (Coursework)

There are four coursework units which must complete, these will focus on a central theme that forms the basis for three out of the four coursework units.

- Unit 3 – Create a Media Product
- Unit 20 – Advertising Media
- Unit 21 – Plan and deliver a pitch for a media product
- Unit 24 – Cross Media Industry Awareness

A planned photoshoot will provide the opportunity to source original images for Units 3, 20, and 21. This component is a crucial element of the course, as the images captured will be utilised in the development of media products through Adobe Photoshop. Students are required to demonstrate both creative and technical proficiency by editing images, producing media outputs, and applying post-production techniques to refine these products in response to evaluative feedback.

## Specific Requirements & Skills Required

- GCSE English Language (6) or Cnat iMedia Merit level 2
- Good literacy, fluency of writing and ability to construct a cohesive argument supported by evidence
- A curiosity about the contemporary media landscape
- An interest in what shapes a media text
- An ability to analyse products and look for layers of meaning
- The enthusiasm and commitment to plan and develop your own media products

- Excellent time management skills and an ability to work under pressure as the coursework is exciting but very demanding
- Skill in creativity, design and good ICT skills

Preferably, students should have good literacy, fluency of writing and an ability to clearly convey ideas

### Progression

A wide range of media-related courses are offered at universities, allowing students to pursue pathways aligned with their specific interests and career aspirations. The media industry itself encompasses an extensive variety of professions, a scope that has further expanded with the rapid development of digital media. Potential career opportunities include fields such as radio and television, animation, computer game design, advertising, journalism, web design, interactive media, and photographic imaging.