

Y12 CTEC Level 3 Digital Media Diploma (LTP)

Term	Module Title	Learning Content / Skills	Assessment Schedule*	Home Learning Support
Autumn 1 Unit 4 & Unit 20 will be delivered by separate teachers.	Unit 20 – Advertising media Optional Unit (60GLH)	LO1 - Know how existing advertising campaigns embed advertisements across a range of media products LO2 - Be able to plan a cross media advertising campaign to a client brief LO3 - Be able to produce the planned media components	Practical tasks. Production Skills Log (scaffolded). Scaffolded pre-production tasks. Extended independent practical production projects. Coursework Portfolio Production Logs. All original pre-production and production content and final product <i>Internally Assessed</i> <i>Externally Moderated</i>	Portfolio completion Production Skills Log Production planning, scheduling and location shoot Legal & ethical considerations: Copyright Defamation Libel ASA
	Unit 4 – Interactive media product	LO1 - Be able to compare interactive media products LO2 - Be able to initiate, plan and	Practical tasks. Production Skills Log (scaffolded). Scaffolded pre-production tasks.	Portfolio completion

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	Optional unit (60 GLH)	<p>design a new interactive media product to a client brief</p> <p>LO3 - Be able to create a planned interactive media product</p> <p>LO4 - Be able to test the new interactive media product</p>	<p>Extended independent practical production projects.</p> <p>Coursework Portfolio Production Logs. All original pre-production and production content and final product <i>Internally Assessed</i> <i>Externally Moderated</i></p>	<p>Pre-Production Planning</p> <p>Legal & ethical considerations: (e.g. copyright, libel, intellectual property rights, personal data protection, identity theft, cyber stalking) ethical (e.g. misrepresentation, decency)</p>
Autumn 2	Unit 7 – Journalism Optional Unit (60GLH)	<p>Lo1 - Understand the news Industry</p> <p>LO2 - Know the construction and content of news articles</p> <p>LO3 - Be able to research and plan content for an article</p> <p>LO4 - Be able to write and edit a news article for an</p>	<p>Practical tasks – Research in to different news providers</p> <p>Assessing the ways news is distributed</p> <p>Critical analysis of linguistic conventions (e.g. headlines, paragraphing using</p>	<p>Legal and ethical considerations: press regulation (e.g. current regulation, Independent Press Standards Organisation (IPSO), Press Complaints</p>

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		<p>identified purpose</p>	<p>who/what/where/when/why/how, use of economy and mode of address by use of restricted/elaborate codes (e.g. Bernstein), direct speech v. reported speech, use of commas, sentence structure)</p> <p>writing an article and subediting</p> <p>Referencing sources <i>Internally Assessed</i> <i>Externally Moderated</i></p>	<p>Commission (PCC), historical regulation) online content (e.g. Internet Service Provider (ISP) intervention, self-regulation by the citizen journalist and principles of 'WEMEDIA') copyright and plagiarism of work (e.g. use of sources, crediting work)</p>
Unit 19 – UK Broadcasting	Optional unit 30GLH	<p>LO1 - Understand the considerations for broadcasting</p> <p>LO2 - Be able to apply scheduling considerations to productions for an identified broadcaster</p>	<p>Written report demonstrating an understanding of the considerations for broadcasting products for different genres and purposes.</p> <p>A written report describing the different types of medium used to broadcast both live and recorded</p>	<p>Legal and ethical considerations: legal and ethical (e.g. copyright, offensive content, performing rights, representation)</p> <p>1.2 regulations, i.e.</p>

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			<p>content. They will also discuss the benefits and limitations of different broadcast mediums identifying in the process a medium on which to focus. They must also be able to evaluate the legal and ethical risks of the different broadcast mediums and give reasons for choosing a particular medium.</p> <p>A written report about the roles within broadcasting and the skills they require.</p> <p>A written report explaining the scheduling considerations for broadcasting TV or radio content provided to them with an identified purpose.</p> <p>Learners must be able to create documentation for the scheduling of pre-recorded content for an identified broadcaster's demographics.</p>	<p>Broadcasting Acts 1990 and 1996 Communications Act 2003 and Ofcom Authority for Video on Demand (ATVOD) Code on the Scheduling of Television Advertising (COSTA) Broadcasting Code Code on Sports and Other Listed and Designated Events The Royal Charter (BBC) Audio-visual Media Services Directive 2007 Digital Economy Act 2010 Advertising Standards Authority The UK Code of Broadcast Advertising (BCAP Code)</p>
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				voluntary agreements, e.g.: o watershed (e.g. after 21.00) o classification considerations by
Spring 1 JAN/FEB	Final marks on Units so far & OCR MODERATION	Units 20, 24, 7, 4	All work to have completed assignment brief, URS, Candidate authentication form.	
Spring 1 Unit 15 and 22 will be delivered together.	Unit 15 – Audio Visual Promos Mandatory Unit (60GLH)	LO 1 Understand the purpose of audiovisual promos LO 2 Be able to generate ideas for an original audio-visual promo LO 3 Be able to produce production materials for an original audiovisual promo idea	Practical tasks. Production Skills Log (scaffolded). Scaffolded pre-production tasks. Extended independent practical video production projects. Coursework Portfolio Production Logs. All original pre-production and production content and final product <i>Internally Assessed</i> <i>Externally Moderated</i>	legal, moral and ethical framework for cinema screening or DVD sale, i.e. o British Board Film Classification; for TV broadcasting o online content – Ofcom, self-regulation o misrepresentation, copyright, royalties that may be needed to be taken into consideration

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				o value orientated frameworks, stakeholder orientated frameworks, and process orientated frameworks
	<p>Unit 22 – Scripting for media products</p> <p>Optional unit (30GLH)</p>	<p>LO1 - Understand scripted elements for a range of media products</p> <p>LO2 - Be able to generate ideas and plan the script for a media product, in response to a client brief</p> <p>LO3 - Be able to produce the script for a media product, in response to a client brief</p>	<p>Written reports</p> <p>Practical task – writing a script</p> <p>Coursework Portfolio Production Logs.</p> <p>All original pre-production and production content and final product</p> <p><i>Internally Assessed</i></p> <p><i>Externally Moderated</i></p>	<p>Portfolio completion</p> <p>Production Skills Log</p> <p>Production planning, scheduling.</p>
Spring 2	Unit 13 – Graphic design for digital media products	<p>LO1 - Know existing graphic design products in the media</p> <p>LO2 - Be able to generate conceptual ideas and plan graphic design items in response to a client brief</p>	<p>Written reports</p> <p>Practical task – writing a script</p> <p>Coursework Portfolio Production Logs.</p>	<p>Portfolio completion</p> <p>Production Skills Log</p> <p>Production planning, scheduling.</p>

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	Optional unit (30 GLH)	LO3 - Be able to create the planned conceptual graphic items	All original pre-production and production content and final product <i>Internally Assessed</i> <i>Externally Moderated</i>	Legal and ethical considerations: copyright, libel, defamation, accuracy, offensive material, confidentiality, privacy, chequebook journalism, representation Safe working practices (e.g. Regulatory Bodies like the Press Complaints Commission, Advertising Standards Authority, OFCOM, BBFC)
	Unit 23 – Create a	LO1 Purpose & use of a personal media profile LO2 Scope and plan content	SWOT analysis of digital profiles Identifying content Employer expectations	Portfolio completion

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	personal media profile Optional unit (30 GLH)	LO3 Repurpose content and create media profile	Higher Education Expectations <i>Internally Assessed</i> <i>Externally moderated</i>	Repurposing course content for Media Profile
Summer 1 END OF MAY	FINAL MARKS SUBMISSION & OCR MODERATION	Units 19, 15, 22, 13, 23	All work to have completed assignment brief, URS, Candidate authentication form.	