

# Y12 CTEC Level 3 Extended Certificate Digital Media (LTP)

Term	Module Title	Learning Content / Skills	Assessment Schedule*	Home Learning Support
Autumn 1 & 2	Unit 1 –Media Products & Audiences  Mandatory Unit (90 GLH)	LO1 Ownership & Context LO2 Advertising LO3 Language & Meaning LO4 Audiences LO5 Market Research LO6 Regulation	Theory assignments Guided research Scaffolded worksheets Formative Assessment Practical tasks Mock Exam <b>External Written exam Jan 2022</b>	Independent research & analysis of study texts using key terms and concepts studied in lesson. Wider reading and case study analysis
Spring 1 & 2  Unit 3 & unit 21 will be delivered together.	Unit 3: Create a Media Product  Mandatory Unit (60GLH)	LO1 Produce materials for original product LO2 Develop pre-production materials LO3 Create production materials - Filming LO4 Post-production - Editing	Practical tasks. Production Skills Log (scaffolded). Scaffolded pre-production tasks. Extended independent practical video production projects.  Coursework Portfolio Production Logs.	Portfolio completion Production Skills Log Production planning, scheduling and location shoot

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			<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>Unit 21 – Plan and deliver a pitch for a media product</p> <p>Optional unit (30GLH)</p>	<p>LO1 Generate ideas for product</p> <p>LO2 Create a proposal &amp; pitch for given brief</p> <p>LO3 Be able to pitch ideas on a proposed media product and respond to questions</p>	<p>Responding to the brief</p> <p>Audience Profiling</p> <p>Generation of original ideas</p> <p>Proposal preparation</p> <p>Videoed Pitch presentation</p> <p>Project Evaluation</p> <p>Coursework Portfolio</p> <p>Production Logs.</p> <p>All original pre-production and production content and final product</p> <p>Internally Assessed</p> <p>Externally Moderated</p>	<p>Portfolio completion</p> <p>Pre-Production Planning</p>
<p>Summer 1 &amp; 2</p>	<p>Unit 24 – Cross media industry awareness</p> <p>Optional unit (30 GLH)</p>	<p>LO1 Understand the products that are produced within and across media industries</p> <p>LO2 Understand the behaviours, skills and attributes necessary within a chosen media industry</p>	<p>Written reports:</p> <p>Describe the media products for an identified industry sector.</p> <p>Explain the use of converging technologies within an identified sector.</p> <p>Describe what skills are required for differing media industry job roles.</p> <p>Explain the behaviours and attributes</p>	<p>Careers</p> <p>Employments</p> <p>Characteristics</p> <p>Organisation</p>

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			required for a specific job role	
	Unit 1 Revision	Revision of all key content, consolidation and cementing knowledge through exam practice	Revision Programme <b>External resit exam – June 2022</b>	Revision Programme
	Final submission Unit 3 & 21 & 24	Final Portfolio improvement	Completion of all production work  Unit 21 & Unit 3 Final Submission & Moderation JULY	Final portfolio completion