

Name:

Cambridge Technicals Level 3: Digital Media

Unit 1 Media Products & Audiences

Student Workbook

This unit is externally assessed by an OCR set and marked examination.

Whichever sector of the media you want to work or specialise in, all media institutions work to create products that meet the needs of specific target audiences.

The aim of this unit is for you to develop your understanding of how different media institutions operate in order to create products that will appeal to specific target audiences. You will therefore learn about the different ownership models in the media industries, and you will learn how to analyse different media products within the sector to understand the fundamentals of how meaning is created for audiences. You will learn about how audiences are categorised, researched and targeted by media producers and how media institutions distribute and advertise their products to audiences.

Learning Outcomes		Learning Outcome weightings: Each learning outcome in this unit has been given a percentage weighting. This reflects the size and demand of the content you need to cover and its contribution to the overall understanding of this unit.
LO1	Understand the ownership models of media institutions	15-25%
LO2	Understand how media products are advertised and distributed	15-25%
LO3	Understand how meaning is created in media products	15-25%
LO4	Understand the target audiences of media products	15-25%
LO5	Be able to evaluate research data used by media institutions	15-25%
LO6	Be able to evaluate legal, ethical and regulatory issues associated with media products	15-25%

ASSESSMENT GUIDANCE

This unit will be assessed through a 2-hour externally assessed examination, worth a maximum of 80 marks.

During the external assessment, learners will be expected to demonstrate their understanding through a series of questions that require them to apply information and justify answers given (LO1, LO2, LO4). Critical analysis (LO3), evaluation (LO5) and ability to debate (LO6) skills will also be tested.

There will be a mixture of short, medium and extended response questions. The questions will require learners to use knowledge from a variety of products that they have encountered by studying the unit. There will be opportunity for synoptic learning, with the nature of some LO2 and LO5 questions drawing on some Unit 2 learning.

Name:

Learning Outcomes		Completed?
LO1	Understand the ownership models of media institutions	
	- The different types of media industries	
	- The different types of media companies	
	- Understanding how media companies operate	
	- Synergy and cross-media promotion	
	- Job roles in the media	
LO2	Understand how media products are advertised and distributed	
	- Traditional methods of advertising a media product	
	- Digital methods of advertising a media product	
	- Advertising methods in a cross-media campaign	
	- Technical convergence	
	- Impact of online distribution	
LO3	Understand how meaning is created in media products	
	- Why codes and conventions are important	
	- Audio-visual media	
	- Denotation/connotation	
	- Print and web based media	
	- Theories of representation	
	- Narrative theories	
	- Genre theories	
LO4	Understand the target audiences of media products	
	- Mainstream audiences	
	- Niche audiences	
	- NRS social grades	
	- Profiling audiences	
	- How products fulfil audience	
LO5	Be able to evaluate research data used by media institutions	
	- Research methods	
	- Secondary research methods	
	- Product reach	
	- Audience feedback	
	- Competitors	
	- Market possibilities	
	- Analysis data	
LO6	Be able to evaluate legal, ethical and regulatory issues associated with media products	
	- The media effects debate	
	- Moral panic	
	- Active audiences	
	- Media regulators	
	- Copyright and use of intellectual property	

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Cambridge Technicals Level 3: Digital Media

Unit 2 Pre-production and planning

Student Workbook

This unit is externally assessed by an OCR set and marked examination.

This is a mandatory unit that forms the foundation of the course. The knowledge and understanding developed in this unit are transferable to a number of other units.

Pre-production and planning are key aspects of any media production, time spent well leading up to a production can save time and money. By completing this unit, you will understand the pre-production process that the creative media industry follows when creating a product. You will learn how to carry out research in the planning stage of a media production and about the various pieces of legislation that need to be considered. You will learn about the constraints that need to be considered when planning a new media production, including timescales and resources. You will understand how to create pre-production documents in relation to client requirements and how to plan projects to meet these needs.

Learning Outcomes	
LO1	Understand the factors that need to be considered during the planning of a media product
LO2	Be able to interpret client requirements and target audience considerations
LO3	Be able to plan the pre-production of a media product
LO4	Be able to create and evaluate pre-production documents for a new media product

ASSESSMENT GUIDANCE

This unit will be assessed through a 2-hour externally assessed examination, worth a maximum of 80 marks.

During the external assessment, learners will be expected to demonstrate their understanding through a series of questions that require them to apply information and justify answers given (LO1, LO2, LO4). Critical analysis (LO3), evaluation (LO5) and ability to debate (LO6) skills will also be tested.

There will be a mixture of short, medium and extended response questions. The questions will require learners to use knowledge from a variety of products that they have encountered by studying the unit. There will be opportunity for synoptic learning, with the nature of some LO2 and LO5 questions drawing on some Unit 2 learning.

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Learning Outcomes		Completed?
LO1	Understand the factors that need to be considered during the planning of a media product	
	- Type of media production	
	- Financial constraints	
	- Revenue streams	
	- Time constraints	
	- Personnel involved	
	- Relevant facilities, locations and resources	
	- The impact of legal issues	
	- The impact of regulatory issues	
	- The impact of ethical issues	
LO2	Be able to interpret client requirements and target audience considerations	
	- Types of client brief and how to analyse them	
	- Tools to use	
	- Target audience factors to consider	
LO3	Be able to plan the pre-production of a media product	
	- Project management tools	
	- Working to timescales/production schedule	
	- Logistics	
	- Daily planner/call sheet	
	- Forms	
	- Staffing	
	- Research	
	- Who carries out research	
LO4	Be able to create and evaluate pre-production documents for a new media product	
	- Proposals, project outlines and treatment documents	
	- Production schedule	
	- Call sheet	
	- SWOT analysis	
	- Asset log	
	- Risk assessment (recces)	
	- Storyboard	
	- Script	
	- Shoot script	
	- Concept art	
	- Visualisation diagram	
	- Flat plan/wire frame	
	- Prototype	
	- Page mock-up	
	- Set design	
	- Forms	
	- Site structure diagram	
	- Justification of the content	
	- Evaluation of suitability for purpose	
	- Evaluation of suitability for audience	

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