ALL SAINTS
Sixth Form College
at The Academy of St Nicholas

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DIGITAL MEDIA

What is this course about:

A wide range of centre assessed units with practical and wider project-based assessment opportunities, as well as examined units on media products and audiences, pre-production and planning, social media and globalisation, and research for product development has resulted in focused qualifications. Students will develop professional and social skills through interaction with performers, clients and peers; as well as theoretical and technical knowledge and understanding to underpin these skills. This will allow your creativity and flair to be harnessed in the design and production of media products used within the industry.

You will also learn how to analyse target audience requirements, research market demand and bring a media concept alive working in line with legal and regulatory requirements, in a safe and effective way, protecting themselves and those they're working with from injury or harm. Students will also gain an understanding of how different businesses and organisations in the media sector work. When it comes to progression or employment, students will learn about the variety of opportunities available to them, and the roles and responsibilities of media businesses and organisations within the sector.

What you will study:

The course is comprised of both coursework and theory units.

- Media products and audiences
- Creating media products
- Plan and deliver a pitch for a media product
- Pre-production and (two-hour exam)
- Advertising media (coursework)
- Creating a personal media profile (coursework)

How you will be assessed:

Students are required to sit a combination of external examinations and coursework which is marked internally and externally moderated. Each exam can be taken twice in the January or May window and the higher grade will always count.

What will it prepare you for:

This is a nationally recognised qualification that can provide access to the world of work or further education. When taken alongside other qualifications such as ICT or computer science, you will be able progress to higher education or apprenticeships within the media sector. It will provide you with an extremely useful set of skills which can help to improve the appearance and quality of your work.

Studying this course could help lead to the following careers:

- Digital marketing
- Filmmaking
- Advertising
- Social media
- Web development
- Photography