

MEDIA AND COMMUNICATION QUALIFICATIONS

Summary Brochure

New doors are opening in the world of media and communication. Whether it's about student progression to further studies or a career in media/digital media, our qualifications for 14–19 year olds are designed to meet their needs.



SUMMARY BROCHURE: MEDIA AND COMMUNICATION

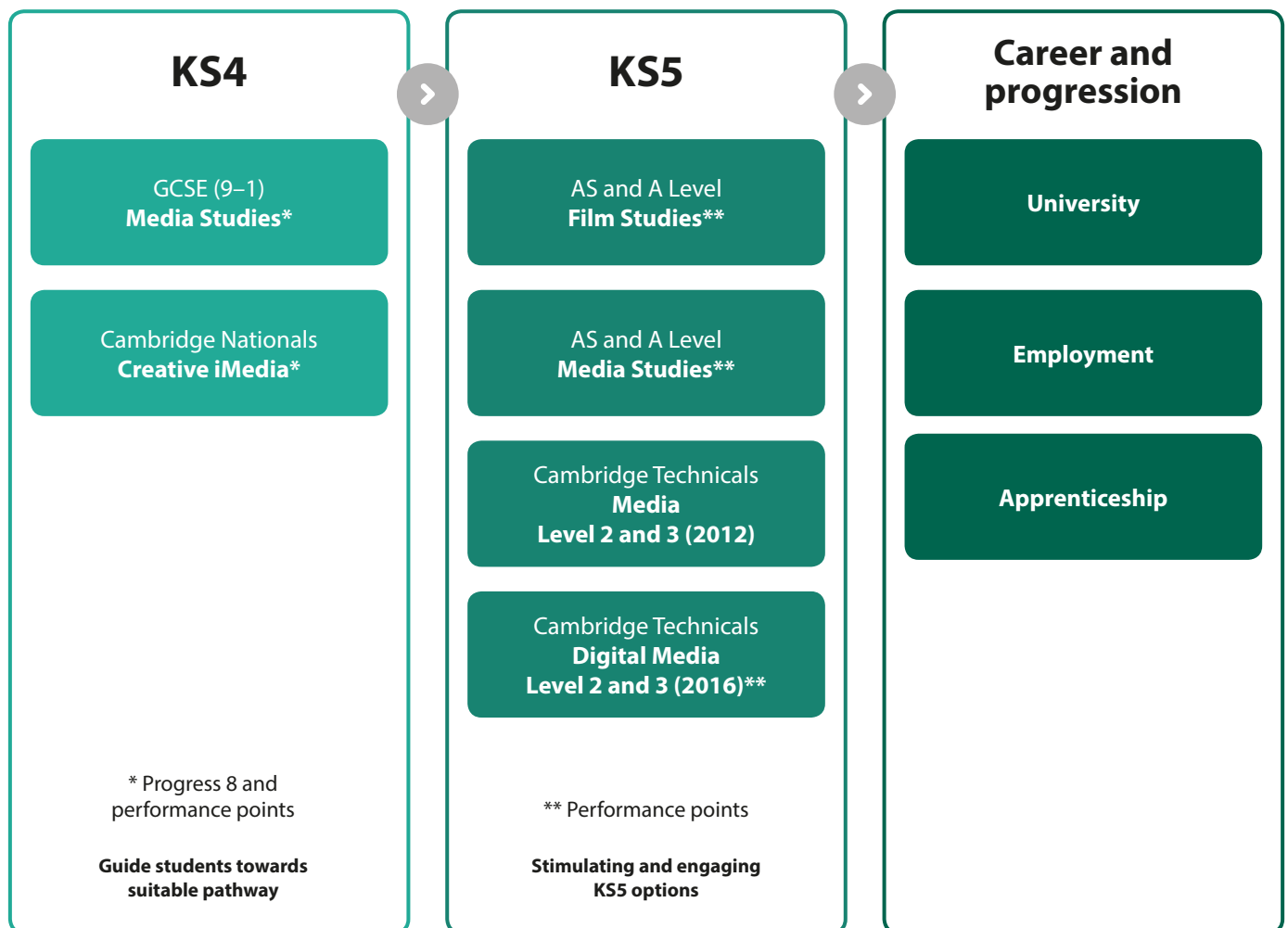
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A full suite of qualifications for 14–19 year olds

Our carefully-planned specifications are designed to inspire you and your students. We want to help you ignite your students' passion for the fast-moving world of media. When it comes to teaching, we've taken a straightforward, coherent approach that offers clarity to both new and experienced teachers of media. We also provide a comprehensive and highly practical range of resources to support you.

PATHWAYS FOR MEDIA AND COMMUNICATION



GCSE (9–1) MEDIA STUDIES

KEY INFORMATION

SPECIFICATION CODE:

J200

IDEAL FOR:

Students who want to go on to AS/A Levels, higher education or a career choice

PROGRESS TO:

A range of A Level or vocational qualifications, further education and employment

FINAL AWARD:

9 (highest) to 1 (lowest)

PERFORMANCE POINTS:

Yes

THE QUALIFICATION

At the heart of this specification there are interesting and relevant media products for study and contemporary media production briefs that allow for flexibility in approach while having a clearly defined outcome for your students.

It means they can study the media in an academic context and apply the knowledge they've gained in the process of creating their own media production.

It's designed to widen their intellectual horizons through analysing a broad range of media forms and contexts. They'll also be able to develop a wider understanding of the media in both a historical and contemporary context.

The approach we've taken in this specification allows you and your students to engage confidently with critical and theoretical approaches from the perspectives of both analytical consumers and producers of media products.

ASSESSMENT

Students must complete all components (01, 02 and 03 or 04):

- Television and promoting media (01) – a written paper
- Music and news (02) – a written paper
- Creating media (03 or 04) – a non-exam assessment. This gives your students the opportunity to apply their knowledge and understanding of media to the research, planning and creation of a practical production piece.

READ MORE:

ocr.org.uk/qualifications/gcse/media-studies-j200-from-2017



AS AND A LEVEL FILM STUDIES

KEY INFORMATION

SPECIFICATION CODE:

AS Level – H010

A Level – H410

IDEAL FOR:

Students who want to explore critical approaches to film analysis and develop creative production skills

PROGRESS TO:

Higher education, employment or apprenticeships

FINAL AWARD:

A* (highest) to E (lowest)

PERFORMANCE POINTS:

Yes

THE QUALIFICATION

Our AS and A Level in Film Studies have been designed to ignite a passion for film and encourage broader cultural and historical perspectives on this academic area of study. We've fully considered feedback from teachers and other key stakeholders to create a diverse, inclusive and coherent course of study that meets students' needs and allows them to fully achieve their potential.

This course encourages students:

- To watch, engage critically with and explore a wide range of films
- To develop and sustain confident, personal responses to films via textual analysis
- To enjoy a variety of critically acclaimed films across the major genres. At AS Level, these include films from different cultural perspectives and from the 1930s to the present day. At A Level, these include films from different cultural perspectives, films from the Silent Era to the present day, and various forms of film, including documentary, shorts and experimental.

ASSESSMENT

These specifications reinforce the relationship between academic theory and practice through a synoptic creative production and evaluation where students do practical work in response to a brief set by us, through the non-exam assessment component.

AS Level

Students must complete both components (01 and 02/03):

- Elements of film (01)* – a written paper
- Understanding British film (02/03)* – non-exam assessment

A Level

Students must complete all components (01, 02 and 03 or 04):

- Film history (01) – a written paper
- Critical approaches to film (02)* – a written paper
- Making short film (03/04)*

*Indicates inclusion of synoptic assessment.

READ MORE:

ocr.org.uk/qualifications/as-and-a-level/film-studies-h010-h410-from-2017



AS AND A LEVEL MEDIA STUDIES

KEY INFORMATION

SPECIFICATION CODE:

AS Level – H009

A Level – H409

IDEAL FOR:

Students who want to explore key media issues and develop practical production skills

PROGRESS TO:

Higher education, employment or apprenticeships

FINAL AWARD:

A* (highest) to E (lowest)

PERFORMANCE POINTS:

Yes

THE QUALIFICATION

These contemporary, accessible and creative courses have been designed with you and your students in mind following extensive consultation. The specifications allow students to study the media in an academic context and apply the knowledge and understanding they gain to the process of creating their own media productions.

The specifications are also designed to widen the intellectual horizons of students through the analysis of both global and historical media. They foster the development of critical and reflective thinking to encourage engagement in the critical debates surrounding contemporary media.

Our approach will enable you and your students to look at critical and theoretical approaches from the perspectives of both analytical consumers and producers of media products.

Students study nine media forms and associated set products using a theoretical framework that covers media language, media representations, media industries and media audiences. They also consider the social, cultural, economic, political and historical contexts of media products.

ASSESSMENT

AS Level

Students must complete both components (01 and 02/03):

- Media today (01)* – a written paper
- Creating media (02/03)* – non-exam assessment

A Level

Students must complete all components (01, 02 and 03/04):

- Media messages (01) – a written paper
- Evolving media (02)* – a written paper
- Making media (03/04)* – non-exam assessment

*Indicates inclusion of synoptic assessment.

READ MORE:

ocr.org.uk/qualifications/as-and-a-level/media-studies-h009-h409-from-2017



CAMBRIDGE NATIONAL IN CREATIVE iMEDIA LEVEL 1/2

KEY INFORMATION

SPECIFICATION CODE:

J807 – Level 1 / Level 2 Cambridge National Award
in Creative iMedia

J817 – Level 1 / Level 2 Cambridge National Certificate
in Creative iMedia

IDEAL FOR:

Students aged 14–16

PROGRESS TO:

Level 3 vocational qualifications, such as our
Cambridge Technicals or A Level

PERFORMANCE POINTS:

Yes

THE QUALIFICATION

Cambridge Nationals in Creative iMedia is media sector focused, including film, television, web development, gaming and animation, and has IT at its heart.

It provides your students with knowledge in a number of key areas, from pre-production skills to digital animation, and has a motivating, hands-on approach to both teaching and learning.

The qualification structure, including the range of units available, allows students the freedom to explore the areas of creative media that interest them, as well as providing good opportunities to enhance their learning in a range of curriculum areas.

ASSESSMENT

Creative iMedia uses both internal and external assessment. The mandatory pre-production skills unit is externally assessed and contributes 25% of the marks for the Certificate size qualification.

READ MORE:

ocr.org.uk/qualifications/creative-imedia-level-1-2-award-certificate-j807-j817



CAMBRIDGE TECHNICALS

ABOUT CAMBRIDGE TECHNICALS

The Cambridge Technicals suite gives you the reassurance that you have the right qualifications to support your students' lifelong learning journey. Cambridge Technicals are vocational qualifications at Level 2 and Level 3 for students **aged 16+**. They're designed with the workplace in mind and provide a high-quality alternative to A Levels, with a great range of subjects to choose from.

CAMBRIDGE TECHNICALS IN MEDIA (2012)

KEY INFORMATION

SPECIFICATION CODE:

LEVEL 2 CAMBRIDGE TECHNICALS IN MEDIA (2012)

Media Level 2 Certificate/Extended Certificate/Diploma –
05380, 05382, 05385

LEVEL 3 CAMBRIDGE TECHNICALS IN MEDIA (2012)*

Media Level 3 Certificate/Introductory Diploma/
Subsidiary Diploma/Diploma/Extended Diploma –
05387, 05389, 05392, 05395, 05398

IDEAL FOR:

Students aged 16+

PROGRESS TO:

Higher education, apprenticeships or employment

PERFORMANCE POINTS:

The 2012 suite is not eligible for Key Stage 5 performance points

UCAS POINTS:

The 2012 Level 3 qualifications receive UCAS tariff points

*In March 2019, the Department of Education (DfE) announced funding for the majority of our Level 3 Cambridge Technicals 2012 suite will be withdrawn from 1 August 2020. Funding in England will continue for those students who begin their study before August 2020 up to their completion. Students can still take our Level 3 Cambridge Technicals 2016 suite and we will support centres moving over to this qualification.

2012 SUITE

This qualification offers understanding by empowering students to work with media products, production processes and technologies. This leads to practical and creative skills that transfer into the workplace. Unit choices cover a range of media including print, web, radio, television, film, animation and gaming.

Benefits

- Cambridge Technicals are exam-free so suit all learning styles
- There's no external assessment, so you can choose when to assess your students
- Includes hands-on practical experience based upon real life scenarios
- UCAS points available at Level 3 to support progression to higher education.

READ MORE:

ocr.org.uk/qualifications/cambridge-technicals/2012-suite-qualifications



CAMBRIDGE TECHNICALS IN DIGITAL MEDIA (2016)

KEY INFORMATION

SPECIFICATION CODE:

LEVEL 2 CAMBRIDGE TECHNICALS IN DIGITAL MEDIA (2016)

Digital Media Level 2 Award/Certificate/Diploma – 05897, 05898, 05899

LEVEL 3 CAMBRIDGE TECHNICALS IN DIGITAL MEDIA (2016)

Digital Media Level 3 Certificate/Extended Certificate/Foundation Diploma/Diploma/Extended Diploma – 05843, 05844, 05845, 05846, 05875

IDEAL FOR:

Students aged 16+

PROGRESS TO:

Higher education, apprenticeships or employment

PERFORMANCE POINTS:

The 2016 suite is eligible for Key Stage 5 performance points

UCAS POINTS:

The 2016 Level 3 qualifications receive UCAS tariff points

2016 SUITE

As well as exam based assessments, students also complete practical tasks allowing them to develop a range of digital media production skills. Assessment opportunities are available across the course.

- Externally assessed content
- Eligible for Key Stage 5 performance points from 2018/2019
- Designed to meet the DfE technical guidance
- Attracts UCAS points at Level 3

Level 2

These Level 2 Cambridge Technicals are designed to allow your students to achieve their potential and progress to the next stage of their lives.

The Award can be taken in one year, alongside other vocational qualifications, GCSEs or A Levels, as a taster in the digital media sector. The Certificate can also be taken in one year, and contains two mandatory units and one optional unit for your students to gain knowledge, skills and understanding relevant to the digital media industry. The Diploma is a Technical Certificate qualification. It can be taken in one year and will form the majority of a student's study programme. As students will be taking more units, it will enable them to increase the breadth and depth of their knowledge, skills and understanding through choosing a specific pathway from either Digital content for media products or Moving image and audio content for media products.

Level 3

These focused qualifications offer you and your students a broad 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
- Research for product development.

Your 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 their creativity and flair to be harnessed in the design and production of media products used in the industry. They'll develop conceptual ideas, and visualise these all the way through the production cycle, from planning and pre-production right through to editing, post-production and presentation of products.

They'll also explore how to analyse target audience requirements, research market demand and bring a media concept alive. They'll learn about working in line with legal and regulatory requirements, safely and effectively, 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, your students will learn about the variety of opportunities available to them, and the roles and responsibilities of media businesses and organisations within the sector.

Depending on the size chosen, the qualifications either complement a Key Stage 5 study programme alongside other vocational qualifications and A Levels or may constitute the bulk of a two-year study programme.

READ MORE:

ocr.org.uk/qualifications/cambridge-technicals/2016-suite-qualifications



SUPPORTING YOU IN QUALIFICATION DELIVERY

Our aim is to support you on your journey with us from initial enquiry right through to results. To help you get going, support you through delivery and allow you to develop professionally, we provide a massive range of support to help secure your students' futures.



SUPPORT AND RESOURCES

EXPERT SUBJECT ADVICE

Our subject advisors provide information and support to schools, including specification and non-exam assessment advice, updates on resource developments and a range of training opportunities. You can reach them through our Customer Support Centre on **01223 553998** or by email at **media@ocr.org.uk**. You can also find teacher support at **ocr.org.uk/media**

TEACHING AND LEARNING RESOURCES

- **Lesson Elements**
Task sheets and accompanying instructions for some of the activities in the delivery guide.
- **Skills Guides**
A range of generic skills guides providing knowledge and tips covering topics such as communication, research skills and exam techniques.
- **Teacher and Delivery Guides**
A range of lesson ideas with associated activities that you can use with students to deliver the contents of the qualifications.
- **Scheme of Work Builder**
Create and export your own schemes of work based on specification statements and our new teaching and learning resources.

SAMPLE LEARNER WORK

We've created sample learner work across the majority of our qualifications that will support you in understanding the expectations of the mark schemes.

PARTNER RESOURCES AND TEXTBOOKS

Our Media and Communication qualifications are supported by endorsed textbooks and resources published by leading publishers. You can find more details about our publisher partners and the resources they're providing at **ocr.org.uk/publishing-partners**

MEDIA AND COMMUNICATION COMMUNITY

If you want to interact with other teachers/lecturers, our online community is the place to go. Our virtual communities are grouped by subject area and offer an opportunity to ask for advice, swap resources and suggest ideas for teaching and lesson planning.

Sign up at: **social.ocr.org.uk**
or join us on Twitter: **@OCR_Media_Film**

BLOGS

Read our Media and Communication blogs and gain interesting insights from our Subject Advisors and other leading figures from the world of Media and Communication education.



ASSESSMENT

ACTIVE RESULTS

This is a **free** online A Level, GCSE and Cambridge Nationals results analysis service to help you review the performance of individual students or your whole school. Active Results provides access to detailed results data, enabling more comprehensive analysis of results to give you a more accurate measure of the achievements of your centre and students.

Find out more at ocr.org.uk/activeresults

ASSESSMENT MATERIALS

Sample question papers and sample candidate work.

PAST PAPERS

Previous examination papers for each subject with which you and your students can practise.

PROGRESS TRACKER

An Excel-based tracking tool to help you monitor students' progress throughout the qualification.

PRACTICE PAPERS

Create mock exams and help students get a clearer picture of the qualification requirements. We put all our practice papers through exactly the same long and detailed processes as the live papers to ensure that they match the style and rigour of the live assessments.

CANDIDATE EXEMPLARS

A selection of candidate style answers and work with associated examiner commentary.

MODEL ASSIGNMENTS

Model assignments provide a scenario and set of tasks that enable you to assess your students against the requirements specified in the grading criteria.

TRAINING AND PROFESSIONAL DEVELOPMENT

PROFESSIONAL DEVELOPMENT TRAINING AND EVENTS

All our qualifications are supported with comprehensive training. Check out ocr.org.uk/professionaldevelopment to find out what's available for face-to-face or online training courses.



For more information visit
ocr.org.uk/media
or call our Customer Support Centre on
01223 553998

Alternatively, you can email us on
media@ocr.org.uk



**Cambridge
Assessment**

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