

Curriculum Journey 2025-2026

Subject: Digital Media

Exam board: OCR

Year 12	Half Term 1	Half term 2	Half Term 3	Half Term 4	Half term 5	Half Term 6
Topic	Unit 1- Media products and audiences Ownership models or media instructions How media products are advertised and distributed How meaning is created in media products	Unit 1- Media products and audiences Target audiences of media products Evaluate research data used by media institutions Legal, ethical and regulatory issues associated with media products	Unit 21- Plan and deliver a pitch for a media product Generate ideas and create a proposal and pitch for an media product	Unit 21- Plan and deliver a pitch for a media product Pitch ideas on a media product	Unit 3- Create media product Proposal for original media product Planning and development pf preproduction material for a media product	Unit 3- Create media product Creation of materials for a media product Post production techniques
Vocabulary	Media ownership Operating models Advertising Audiences Audio-visual Print and Web Audio Codes and conventions	Mass Mainstream Demographics Target audience Primary and secondary Research SWOT PEST Regulators	Client brief Media products Conceptualizing Proposal Print media Audio Audio-visual Pitch	Elicit feedback Reports Charts Graphs Quantitative Qualitative	Media product Proposal Genre Content Preproduction materials Script Dialogue Timescale Milestones	Audio Audio-visual Print-based Graphic-based Safe working practices Post production processes Export File format



Assessment	Milestone 1 Topic tests x2 Recall rally	Summative assessment	External examination Coursework marking Unit 21 (LO1 and LO2)	Coursework marking Unit 21 (LO3)	Coursework marking Unit 3 (LO1 and LO2)	Coursework marking Unit 3 (LO1 and LO2)
Links to prior learning	KS4 iMedia J834	KS4 iMedia J834 HT1	KS4 iMedia J834 HT1 and 2	KS4 iMedia J834 HT1 and 2 Unit 21- HT3	KS4 iMedia J834 HT1 and 2 Unit 21- HT3 and 4	KS4 iMedia J834 HT1 and 2 Unit 21- HT3, 4 and 5
Catholic Social Teaching	Life & dignity Rights & responsibilities	Life & dignity Rights & responsibilities Solidarity The common good	Life & dignity Rights & responsibilities Solidarity The common good	Life & dignity Rights & responsibilities Solidarity The common good	Life & dignity Rights & responsibilities Solidarity The common good	Life & dignity Rights & responsibilities Solidarity The common good
Careers and Personal Development links	Career links: Advertising, media product development Personal development links: Creativity, attention to detail, communication, problem solving, time management and ethical awareness	Career links: Advertising, media product development, project management Personal development links: Creativity, attention to detail, communication, problem solving, time management and ethical awareness	Career links: Advertising, media product development, marketing Personal development links: Creativity, attention to detail, communication, problem solving, time management and ethical awareness	Career links: Advertising, media product development, marketing Personal development links: Creativity, attention to detail, communication, problem solving, time management and ethical awareness	Career links: Advertising, planning, media product development, project management, product and media design Personal development links: Creativity, attention to detail, communication, problem solving, time management and ethical awareness	Career links: Advertising, planning, media product development, project management, product and media design Personal development links: Creativity, attention to detail, communication, problem solving, time management and ethical awareness