**A-Level Vocational Media Studies**

**Overview**

Students can take Vocational Media Studies at A-Level even if you have not completed GCSE Media or Film Studies. Its vocational nature means that it is a hands-on course that requires you to complete a wide range of independent learning activities across the six different units. Each unit relates to different aspects of the media world of work. The two examined units, one taken in Year 12 (Unit 1) and one taken in Year 12 (Unit 2), do require you to learn a range of theories and key facts about professional media practices. The four coursework units completed across the two year course also require you to create reports and evaluations of existing media texts.

This course can be taken as an AS course, ending in Year 12. To achieve an AS in Cambridge Technicals Digital Media, you will need to complete the examined Unit 1, which is worth 50% of the final grade, alongside two coursework units (developing a new product for Unit 21 and then making it for Unit 3).

If you continue into Year 13 to complete the full A level course, you will take the examined Unit 2 alongside two coursework units.

**Course units:**

**Unit 1: Media Products and Audiences (Y12)**

**Unit 2: Pre-Production and Planning of Media Products (Y13)**

**Unit 3: Create a Media Product (Y12)**

**Unit 20: Advertising Media (Cross Media Music Promotion) (Y13)**

**Unit 21: Plan and deliver a pitch for a media product**

**Unit 23: Create a personal media profile**

The course is **50% exam** and **50% practical coursework**.

**Bridging work:**

**Work to complete before starting the course**

* Begin to research and plan a brand new media product aimed at a UK youth audience, to be launched in the summer of 2021.
* Choose a media form that you want to work in, from Magazine, Television (including streaming services like Netflix) or Film. Find out which product is the most successful in the area you want to work in- this can be quite specific, such as a music magazine or a high concept television series.
* Make a series of notes on at least three products in the area you choose. The notes should pick out the key ingredients or things that appeal to you the most about the different examples you have selected. So, for magazines, it might be the style of photography, the subject matter or use of graphic design; for video, it might be the main characters, storyline or style of editing.
* Create a mood board and a mind map that outlines some possible ideas for a new product in your selected area.
* Please note that this is a starting point for Unit 21, a coursework unit. You will have a chance to revisit and improve all this work at the start of Year 12. But, you will have some time to look at current trends and developments in the media over the summer. So the main point is that you start the course with a clear idea of what’s happening at the moment in digital media, and where it is likely to go over the next few months.

**Recommended Journals/magazines/websites/DVDs:**

<https://www.youtube.com/watch?v=psHMRpH8RCY-> a behind the scenes podcast for a Netflix series

<https://www.youtube.com/watch?v=LzMVSldl0Rc-> a behind the scenes video show for a Vogue photoshoot