GCSE Digital Media and Film Qualification Outline

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Introduction

This document provides a high-level overview of the WJEC GCSE Digital Media and Film Qualification.

It is based on Qualifications Wales's Approval Criteria (gcse-digital-media-and-film-approval-criteria.pdf). Our qualification **must** meet these requirements.

The qualification outline will provide a guide for the development of the Specification and Sample Assessment Materials (SAMs).

Qualification Overview

The GCSE Digital Media and Film qualification will support the Curriculum for Wales by:
- Supporting the statements of what matters[1] by giving learners the opportunity to:
    - engage with genres, techniques, tools, materials and practices that enables them to become curious and creative individuals
    - develop an understanding of how the expressive arts communicate through visual, physical, verbal, musical and technological means
    - develop their imagination and draw upon their own experiences, skills and talents to become creative artists themselves
    - explore work from diverse cultures and societies and learn about these influences, histories and impact
    - consider creative work in a range of digital media, forms, genres and styles
    - learn the important skills of refinement and analysis
    - reflect on the effectiveness of their own work and that of others, including the work of diverse artists from Wales and beyond
    - be innovative and bold, and to create individual work
    - communicate through a variety of digital media forms.

- Supporting the principles of progression[2] by encouraging learners to:
    - explore, experience, interpret, create and respond to increasingly complex meaning
    - develop an increased sophistication of conceptual learning
    - develop a more sophisticated use of relevant skills and the ability to transfer existing skills and knowledge into new context.

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[1] https://hwb.gov.wales/curriculum-for-wales/expressive-arts/statements-of-what-matters/
[2] https://hwb.gov.wales/curriculum-for-wales/expressive-arts/principles-of-progression/

- Supporting the subject specific considerations for Digital Media and Film[3] by giving learners the opportunity to consider:
  - Aspects of pre-production, production and post-production, including editing, cinematography; sound, production design (including mise-en-scène), narrative, style, genre.
  - Products and forms: film, television, audio (podcasting and digital radio), video games, websites.
  - Distribution and exhibition: online platforms (including social media and streaming sites), cinema, digital television, video gaming platforms.
  - Producers and audiences, including users, 'prosumers', spectators, content creators.
  - Messages, ethics and issues: representations of people, identities, places and society, digital divides, social media issues (including privacy, bias and misinformation).

Qualification Structure

Unit 1: Exploring key concepts and issues
Digital-only examination
30% of qualification

Unit 2: Investigating the digital media and film industries
Non-examination assessment
30% of qualification
Marked by the Centre and moderated by WJEC

Unit 3: Creating digital media and film content
Non-examination assessment
40% of qualification
Set by WJEC, marked by the centre and moderated by WJEC

These are the percentages for the four assessment objectives:

AO1	**Demonstrate knowledge and understanding** of digital media and film processes and products.	15%
AO2	**Develop and apply** creative techniques and production skills in a range of different contexts / media forms.	30%
AO3	**Reflect on, analyse and evaluate** own work and the work of others.	30%
AO4	**Create and develop** ideas to communicate meaning in digital media and/or film outcomes.	25%

This will be a linear qualification. Unit 2 and Unit 3 could be completed any time during the two years and submitted to WJEC in the final year of the course. However, centres should ensure that assessment of both Unit 2 and Unit 3 is completed only when learners have undertaken the necessary teaching and learning and developed the required skills and knowledge. Unit 1 would be examined in the final year of the course.
The qualification will have 120 - 140 Guided Learning Hours.

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[3] https://hwb.gov.wales/curriculum-for-wales/expressive-arts/designing-your-curriculum/#specific-considerations-for-this-area

Unit Information

Unit 1 – Exploring key concepts and issues

The purpose of this unit is to:
- Demonstrate knowledge and understanding of how digital media and film products are constructed.
- Demonstrate awareness of social, cultural, historical and production contexts in which digital media and film products are produced.
- Explore how digital media and film products represent identity and place.
- Explore ethical issues surrounding social media platforms and its impact.

This unit will focus on:
- **exploring** – learners will have the opportunity to explore how digital media and film products are constructed and generate meaning and response, through the study of elements of digital media and film (including editing, cinematography, production design and sound), wider social, cultural and historical contexts, and representations.
- **responding and reflecting** – learners will have the opportunity to respond to digital media and film products, including an unseen product / extract, reflect on the impact of social media and respond to key issues in social media production.

The unit will be assessed via a digital examination available in the summer series of the final year of study, with a mix of question types that will target AO1 and AO3. AO1 and AO3 will have equal weighting. Learners will be required to review and respond to professional works in the Unit 1 exam. There will be a choice of set works that will include works of: contrasting styles/genres; from contrasting periods; created in or inspired by Wales; created by a diverse range of content creators including those from Black, Asian and minority ethnic backgrounds. A set list of professional works will be set by WJEC, allowing centres to opt for a set work from each section of the unit.

Unit 2 – Investigating the digital media and film industries in Wales

The purpose of this unit is to:
- Explore how digital media and film industries in Wales operate
- **Investigate how Welsh digital media and film products are produced and distributed**
- Develop creative skills by creating a distribution or exhibition campaign.

This unit will focus on:
- **exploring** – learners will have the opportunity to explore how digital media and film industries in Wales operate through experiences and research into a specific Welsh production company, such as BBC Studios Wales, Severn Screen or Ffilm Cymru. Learners will also explore ethical issues of diversity and inclusion in the Welsh digital media and film industries.
- **responding and reflecting** – learners will have the opportunity to respond to products produced by their chosen Welsh production company, and reflect on how these products are financed, distributed and exhibited, and how they aim to represent Wales and Welsh talent.
- **creating** – learners will respond to a static brief that allows them to create a distribution or exhibition campaign proposal for their chosen Welsh production company to promote Welsh digital media and film.

The unit will be assessed via practical portfolio non-examination assessment in response to a static brief, set by WJEC, submitted in the final year of the course as part of the summer series. The non-examination assessment must be submitted digitally. The mix of tasks for this unit will target AO2, AO3 and AO4. AO2 will have a higher weighting, followed by AO4, then AO3. The unit will be internally assessed marked by the centre and externally moderated by WJEC.

Unit 3 – Creating digital media and film content

The purpose of this unit is to:
- Develop creative practical skills through production work
- Reflect on own production work and compare to professional work
- Develop personal skills of decision-making and confidence.

This unit will focus on:
- **exploring** – learners will have the opportunity to explore how digital media and film products are created.
- **responding and reflecting** – learners will have the opportunity to respond to a brief set by WJEC and reflect on own work through a reflective log.
- **creating** – learners will have the opportunity to create digital media and film products in response to set brief.

The unit will be assessed via practical assignment based non-examination assessment and a reflective log, submitted in the final year of the course as part of the summer series. The non-examination assessment must be submitted digitally. The mix of tasks for this unit will target AO2, AO3 and AO4. AO2 and AO4 will have a higher weighting, followed by AO3. This unit will be set by WJEC, marked by the centre and externally moderated by WJEC.