



Read/Research	Watch/Listen	Revisit	Other Tasks
<p>The Course Text: Cambridge Technicals Level 3 Digital Media by Victoria Allen and Karl Howe.</p> <p>This covers all specialist pathways and ensures you meet the knowledge requirements for both exams and coursework.</p> <p>Research the work of: David Gauntlett(identity and digital media) Stanley Cohen (moral panics) Gross and Gerbner (cultivation theory)</p> <p>Stay updated on Media Industry Trends:</p> <p>The Guardian (Media) Variety Digital Spy</p>	<p>Media Industry & Theory Podcasts:</p> <p>The Media Show (BBC Radio 4): Essential for staying updated on UK media regulation and industry shifts.</p> <p>The Rest is Politics / The News Agents: High-engagement examples of "creator-led" news formats that are currently shaping UK opinion.</p> <p>Media Studies Revision Podcasts: The REVISE GCSE/A-Level Media podcast by Seneca covers core theories like Stuart Hall's Reception Theory and Maslow's Hierarchy of Needs in short bursts.</p>	<p>Planning Documents:</p> <p>Learn how to create and interpret storyboards, scripts, visualisation diagrams, risk assessments, and production schedules.</p> <p>Technical Production Skills:</p> <p>Video Editing: Use professional software like Adobe Premiere Pro to apply cuts, transitions, and effects.</p> <p>Camera Operation: Master manual settings on DSLR or cinema cameras, focusing on framing, composition, and lighting techniques.</p> <p>Graphic Design: Develop skills in Adobe Photoshop or InDesign for layout, masking, and typography</p>	<p>Conduct a "Media Audit" of Yourself.</p> <p>For Unit 1, you need to understand how audiences are categorized.</p> <p>Task 1: Track your own media consumption for 48 hours. Note every app, streaming service, and radio station you use.</p> <p>Task 2: Categorize yourself using NRS Social Grades (A, B, C1, etc.) and Young & Rubicam's Psychographics (e.g., Reformer, Explorer).</p> <p>Why: This will make the theory much easier to remember during the exam and help you move away from being a passive consumer of digital media.</p>