



CTEC Digital Media Year 12 Personalised Learning Checklist



Name:

Exam Board	OCR
Topic/Module	Unit 1

My target grade is	
Group	

Use this checklist before your assessment to focus your work and after to check the effectiveness of your work.

G	I am confident about this topic and I know what I need to do.
A	I am not too sure about this topic. I may need to check with my teacher and spend more time working on this topic.
R	I am not confident I could answer a question on this topic. I need to check with my teacher and ensure I have what I need to do it.

Topic/Unit Focus			
LO1 and LO2	R	A	G
Different types of media industries p.2			
Traditional advertising p.6			
Different types of companies p.2			
How media companies operate p.4			
Synergy and cross media promotion p.5			
Synergy and cross media promotion p.5			
Job roles in the media p.6			
Traditional advertising p.6			
Digital advertising p.7			
Cross media advertising p.8			
Technological convergence p.9			
Online distribution p.10			
Uses and gratifications theory p.20			

Therapy (Interventions)
Additional Support / Guidance