

Course Title: ICT - Creative iMedia

Awarding Body: OCR Cambridge Nationals (INCLUDED ON THE KS4 PERFORMANCE TABLES)

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Why study ICT – Creative iMedia?



This course is for students who want to use different types of software on the computer to design, plan and create digital products such as graphics, interactive websites, animation, video and audio production and professional photographic images. You will learn the basic elements of preproduction documents and how to plan using mood boards, mind maps, storyboards, scripts, and visualizations. You will cover effective ways of working in the iMedia environment, in terms of the importance of good design, time-management planning, an awareness of copyright, trademarks, classification and GDPR regulations.

This qualification will help students develop specific and transferable skills such as research, planning, creation and review, working with others and communicating creative concepts. The qualification's hands-on approach has strong relevance to the way young people use the technology required in the creative media environment of today.

Course Overview this course will:

- Inspire and enthuse students to consider a professional career in creative and digital media.
- Give students the opportunity to gain a broad understanding, knowledge and development of their skills across the creative digital iMedia sectors. E.g., the use of imagery, photography, creative designs, elements of digitised sound, broadcasting, together with film and video creation.
- Support students progression to a more specialised higher level 3 / A-Level academic media qualification in Media Studies, additional Cambridge Technicals such as Information Technology and Digital Media, an apprenticeship in the Media and Broadcasting sector, or the new T levels which include Media, Broadcast and Production.
- Give students the potential and opportunity, in due course, to enter high-skilled employment within a wide range of job roles across the creative digital iMedia sectors.



Course Outline

Level 1/2 Cambridge National Certificate in Creative iMedia (120 GLH) code J834

Qualification Level: Level 1/2	Examination Board: OCR
Examination: R093: Creative iMedia in the media industry. (40% of GCSE)	Practical Coursework: R094 Visual identity and digital graphics. (30% of GCSE) ONE of the Optional Units – (30% of GCSE)

This qualification uses the grades Level 1 Pass to Distinction, Level 2 Pass to Distinction*.

Level 1	Pass (P1)	Merit (M1)	Distinction (D1)				
Level 2				Pass (P2)	Merit (M2)	Distinction (D2)	Distinction (D*)
GCSE Equivalent	1	2	3	4	5/6	7	8/9

Unit R093: Creative iMedia in the media industry - (Mandatory Unit)

This first unit underpins the other learning in this qualification. Students will learn about the media industry, digital media products, how they are planned, and the media codes which are used to convey meaning, create impact and engage audiences. The topics you will cover include, the media industry, factors influencing product design, pre-production planning and the considerations of distribution.

Unit R094: Visual identity and digital graphics - (Mandatory Unit)

This unit is assessed by completing a set practical assignment. You will learn how to develop visual identities for clients and use the concepts of graphic design to create original digital graphics to engage target audiences. The topics you will cover include, the development of the visual identity, planning digital graphics for products and creating visual identities and digital graphics.

Unit R095: Characters and comics - (Optional Unit)

This unit is assessed by completing a set practical assignment. You will learn how to plan, create and review comics which contain original characters. From their beginnings as simple story strips to complete genres, students will learn about the range and features of different comic strips. They will then plan, create and review their characters and comics.

Unit R096: Animation and audio - (Optional Unit)

This unit is assessed by completing a set practical assignment. You will learn how to plan, create and review animation with an audio soundtrack. From the beginnings of simple idea, students will learn how to plan, create and review their animation with audio task.

Unit R097: Interactive digital media - (Optional Unit)

This unit is assessed by completing a set practical assignment. You will learn how to plan, create and review interactive digital media products. From the original media product detail given, students will learn how to plan, create and review their interactive digital media product.

Unit R098: Visual imaging - (Optional Unit)

This unit is assessed by completing a set practical assignment. You will learn how to plan, create and review portfolios of visual imagery from the set client's brief given.



Assessment Format

Mandatory Unit R093: Creative iMedia in the media industry (External Examination)

Written paper, 1 hour 30 minutes – 40% of Grade

Mandatory Unit R094: Visual identity and digital graphics (Internal Coursework)

Centre assessed task; OCR moderated – 30% of Grade

Option unit 1 (Internal Coursework)

Centre assessed task; OCR moderated – 30% of Grade

What skills will I need to be successful in this subject?

Students who are taking this course have followed the KS3 program of study in Computer Science. Successful candidates will develop skills in:

- the purpose and uses for pre-production documents.
- interpreting client requirements.
- identifying timescales for production.
- Identifying the use of imagery.
- how to conduct and analyse research.
- identifying the target audience.
- how legislation applies to iMedia and digital graphics.
- reviewing plans, processes and iMedia products.
- understanding the purpose of digital graphics and multipage websites.
- Understanding the elements of digital video sequences and photography.

Possible Careers and Future Education

Digital iMedia is a key part of many areas of our everyday life and is vital to the UK economy in terms of jobs and future opportunities. Production of digital iMedia products is a requirement of almost every business, so there is huge current demand for skilled and digitally literate workforce. Such job roles vary, but could include film, television, web development, animation, digital image editors, web content designers, video and sound editors, photographers, and essential office-based work, which all have IT and iMedia at their heart. As a worker of the future, students will gain the ability to analyse, plan and design systems that are used in the workplace. Use work-based relationships to develop project management skills and understand the need for team leaders and management.

This qualification supports students progression to a more specialized higher level 3 / A-Level academic media qualification in Media Studies, additional Cambridge Technicals such as Information Technology and Digital Media, an apprenticeship in the Media and Broadcasting sector, or the new and developed T levels which include Media, Broadcast and Production.

Full specifications of this course.	 SCAN ME	What is a digital media product?	 SCAN ME
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