Creative iMedia

https://www.ocr.org.uk/qualifications/cambridge-nationals/creative-imedia-level-1-2-j834/

Course Title	Exam Board	Specification Code	Head of Department
OCR Level 1/2 Cambridge National Certificate in Creative iMedia	OCR	J834	Mr Thorpe & Ms Barker

Course Information
Creative iMedia is a media sector-focused qualification, including film, television, web development, gaming and animation but has IT at its heart. The qualification focuses on a number of key areas in this field: digital animation, game design, graphics and creating interactive multimedia products. The gaming and creative industries are a growth area. This year, the gaming industry made more money than the global movie and sports industry combined.

Skills/Aptitude Required
- Become independent and discerning users of ICT, able to make informed decisions about its use and aware of its implications for individuals, organisations and society.
- Acquire and apply creative and technical skills, as well as knowledge and understanding of ICT in a range of contexts.
- Develop ICT based solutions to solve problems.
- Explore the areas of creative media that interest them as well as providing good opportunities to enhance their learning in a range of curriculum areas.
- Gain 'hands on' experience in the way young people use the technology required in creative media.

Next Steps
At The Howard, you can progress to OCR Level 3 Cambridge Technical in IT, but this qualification also has links with A-Level Graphics, Photography and Media.

Future Careers
- Website Designer: £17K - £26K
- Games Designer: £19K - £25K
- Teacher: £25k – £32K
- Video Editor/Producer: £25K
- Graphic Designer :£15K - £19K

The Course in Depth

Year 9 Topics Covered
The first unit is **R093 Creative iMedia in the media industry** - this is a compulsory unit and the only exam in this qualification. In this unit you will learn about: the media industry factors influencing product design, pre-production planning and distribution consideration.

We will then continue on to a practice task when they will use Photoshop or any other appropriate imaging software to create a graphic for an imaginary client. Upon completion of the practice task, we shall move on to the next mandatory **Unit R094: Visual identity and digital graphics**. In this, you will be doing the following topics: develop visual identity, plan digital graphics for products and create visual identity and digital graphics. This unit is an NEA (Non-Examined Assessment) that is marked by the teacher and then externally moderated by the exam board.

Year 10 Topics Covered
In this year, we first focus on **Unit R098: Visual imaging**. This unit will be assessed by completing a set assignment. This unit will follow through the development process of planning, creating and reviewing a visual imaging portfolio.

Second unit focus is **Unit R099: Digital games**. Again students will work on a set assignment to plan, create and review a digital game for a predetermined fictional client.

Year 11 Topics Covered
Students consolidate their learning by reviewing **R093**. They will have two attempts at sitting the R093 exam in the January and summer sessions.

Internal Assessment
Unit R094: Visual identity and digital graphics – Mandatory

Internally assessed and externally moderated by exam board - 50 marks.

Unit R098: Visual imaging

Internally assessed and externally moderated by exam board - 70 marks.

Unit R099: Digital games

Internally assessed and externally moderated by exam board - 70 marks.

External Assessment
There are two opportunities to sit the exam in January and the summer of Year 11.

R093 Creative iMedia in the media industry

25% of qualification - Exam (1 hour 30 minutes). The exam will be in two parts.
Part A will include closed response, multiple choice and short answer questions.
Part B will include closed response, short answer and three extended response questions.

"Every child is an artist."

Pablo Picasso