OCR Cambridge Nationals Creative iMedia

General Information

Description

Cambridge National in Creative iMedia will inspire and equip you with the confidence to use skills that are relevant to the digital media sector and the wider industry. It's a vocational qualification, equivalent in value to a GCSE and contains both practical and theoretical elements.

Assessment

60% Coursework- Emphasis working hard in lessons, excellent attendance and keeping up to date.

40% Written Exam- Emphasis revising and exam practice.

Topic Breakdown

R093 - 40 %: Creative iMedia in the media industry (Written Exam 1 hour 30 Minutes)
In this unit, students will learn about the sectors, products and job roles that form the media industry. They will learn the legal and ethical issues considered and the processes used to plan and create digital media products. They will learn how media codes are used within the creation of media products to convey meaning, create impact and engage audiences. They will learn to choose the most appropriate format and properties for different media products.

R094 - 25%: Visual identity and digital graphics
In this unit, students will learn how to develop visual identities for clients. They will also learn to apply the concepts of graphic design to create original digital graphics which incorporate their visual identity to engage a target audience.

R095 - 35%: Characters and comics
In this unit, students will learn to design and create original characters that convey emotion and personality. They will also learn to set characters within stories of their own making which flow logically and engage the reader. They will also learn to use conventions of comics to tell characters' stories across multiple pages.

Additional information

The nature of the course requires creative hard working commitment students. Meeting deadlines and good attendance is also essential. The course is graded Pass, Merit and Distinction at level 1 and level 2.

Building futures through practical skills

You'll develop a range of skills to help you succeed not only in the workplace but in

other subjects too. These skills include:

- Analytical skills
- Digital presentation skills
- Creative thinking
- Problem solving
- Research and planning

Future opportunities

By developing applied knowledge and practical skills, this course will help give you the opportunity to progress on to A Levels, a Cambridge Technical in Creative Media, an apprenticeship or university.

Creative iMedia could be the first step of a career as a Games Developer, Comic Book Writer, Graphic Designer, and more.

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Contact Information

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