OCR LEVEL 2 CAMBRIDGE NATIONALS IN CREATIVE IMEDIA

WHAT IS CREATIVE IMEDIA?

The OCR Cambridge National in Creative iMedia equips students with the wide range of knowledge and skills needed to work in the creative digital media sector. They start at pre-production and develop their skills through practical assignments as they create final multimedia products. Creative iMedia focuses on the creative use of IT to produce media products such as websites, graphics, interactive displays, apps, movies, games and much more…

Unit R081: Pre-Production Skills
1hr 15minutes Examination (Summer Yr 10)

Planning is an essential part of working in the creative and digital media sector. This unit will enable students to understand pre-production skills and techniques used in the sector, as well as gain the knowledge and skills to create digital media products and explore their application.

It will also develop their understanding of the client brief, time frames, deadlines and preparation techniques that form part of the planning and creation process.

Content includes:
Understanding the purpose and content of pre-production.
Being able to plan pre-production.
Being able to produce and review pre-production documents.

Unit R082: Creating Digital Graphics
Mandatory coursework unit (Year 10)

Digital graphics feature in many areas of our lives, and play a very important part in today's world. The digital media sector relies heavily on these visual stimulants within products to communicate messages effectively.

The aim of this unit is for students to understand the basics of digital graphics editing for the creative and digital media sector. This unit builds on Unit R081.

Content includes:
Understanding the purpose and properties of digital graphics and knowing where and how they are used.

Being able to plan the creation of a digital graphic.

Unit R083: Creating 2D and 3D digital characters
Optional coursework unit (Year 11)

From film and television to computer gaming, the central digital characters are the foundations that whole projects are built on in the creative and digital media sector. This unit will enable learners to understand the basics of character modelling for the digital media sector. It will develop their knowledge of where 2D and 3D digital characters are used in the media industry, be that television, film, web applications or computer gaming.

Content includes:
understanding of how to interpret a client brief, the planning and preparation techniques that form part of the design process as well as the actual creation of a digital character.

Unit R084: Storytelling with a Comic Strip

Optional Coursework Unit (Year 11)

Comic strips are as popular today as they have ever been in their history. They have evolved from their origins in the early part of the 20th century from simple story strips to become whole genres of interest which span the world.
This unit will enable learners to understand the basics of comic strip creation. It will enable them to interpret a client brief, use planning and preparation techniques and to create their own comic strip using digital techniques.
On completion of this unit, learners will be able to explore different genres of comic strip and how they are created, plan and create a comic strip to specific requirements, and review the final comic against a specific brief.

Unit R085: Creating a Multi-Page Website

Optional Coursework Unit (Year 11)

Multi-page websites are the basis of internet content and are therefore used extensively
in the creative digital media sector, whether for mobile phones or computers in all their forms.
This unit will enable learners to understand the basics of creating multi-page websites. It will enable learners to demonstrate their creativity by combining components to create a functional, intuitive and aesthetically pleasing website. It will allow them to interpret a client brief and to use planning and preparation techniques when developing a multipage website.

Unit R086: Creating a Digital Animation

Optional Coursework Unit (Year 11)

This unit enables learners to understand the basics of digital animation for the creative and digital media sector. Learners will be able to plan a digital animation to a client brief, use animation software to create the animation and be able to store, export and review the final product.
On completion of this unit, learners will understand different types of digital animation techniques, know where they are used, be able to plan and create a digital animation and test and review a completed animation against a specific brief..

Unit R088: Creating a Digital Sound Sequence

Optional Coursework Unit (Year 11)

Gaming technologies, mobile phones and multimedia websites all use digital sound sequences to enhance and inform their content.
This unit will enable them to understand where digital sound sequences are used in the media industry such as radio, film, web applications or computer gaming. The learner will also learn how these technologies are developed to reach an identified target audience.

Unit R087: Creating Interactive Multimedia Products

Optional Coursework Unit (Year 11)

Interactive multimedia products are used widely in everyday life and the creative and digital media sector. They are used in computer games, mobile phone applications, presentations and many other areas.
This unit will enable learners to understand the basics of interactive multimedia products for the creative and digital media sector. They will learn where and why interactive multimedia is used and what features are needed for a given purpose. It will enable them to interpret a client brief, and to use time frames, deadlines and preparation techniques as part of the planning and creation process when creating an interactive multimedia product.

Unit R089: Creating a Digital Video Sequence

Optional Coursework Unit (Year 11)

Gaming technologies, mobile phones, multimedia websites, film and television productions all use digital video to enhance and inform their content.
The unit will enable learners to understand where digital video is used in the media industry such as television, film, web applications or computer gaming. The learner will also learn how these technologies are developed to reach an identified target audience.
On completion of this unit, learners will understand the purpose of digital video products and where they are used. They will be able to plan a digital video sequence, create and edit a digital video sequence and review the final video sequence against a specific brief.

Unit R090: Digital Photography
Optional Coursework Unit (Year 11)

Digital photography is used in a variety of different situations and circumstances. These range from professional photographers taking wedding and special event photographs to informal holiday and social networking photographs.

In this unit learners will learn about different types of digital photographic equipment, features and settings used in digital photography, how to plan a photo shoot and how to present their portfolios.

On completion of this unit, learners will understand the features and settings of digital photographic equipment, be able to plan a photo shoot, review the digital photographs and review the final portfolio against a specific brief.

Unit R091: Designing a Game Concept
Optional Coursework Unit (Year 11)

This unit will enable learners to understand the capabilities and limitations of a range of platforms.

They will be able to identify core features of digital games and gain the knowledge to create a games design concept proposal that can be presented to a client for critical review. This unit will also enable learners to understand the basics of planning and designing digital games for the creative digital media sector.

On completion of this unit, learners will know about different types of digital games and where they are used, be able to plan and design a digital game concept and present a game proposal to a client or focus group.

Unit R092: Developing Digital Games
Optional Coursework Unit (Year 11)

This unit will enable learners to understand the basics of creating digital games and their environments for the creative and digital media sector. It will enable learners to create a playable game from an existing design or brief. It will enable them to interpret a client brief, and to use time frames, deadlines and preparation techniques as part of the planning and creation process when creating a digital game

On completion of this unit, learners will be aware of different types of digital games creation software, hardware and peripherals. They will be able to plan a digital game, create and edit the digital game and test the digital game with a client or focus group, identifying any areas for improvement.

Assessment
How Is a Final Grade Awarded?

Made up of the four units:

Unit R081: Pre-Production Skills
Externally assessed unit comprising a written exam set and marked by OCR (25%) **in Summer Year 10** (Resit available in January Year 11)

Unit RO82 and two optional units
Three internally assessed, externally moderated project units (equalling 75%)

This qualification is equivalent to one GCSE at grades:
Level 2 - Pass, Merit, Distinction & Distinction*

Grading
L2 Pass = Grade 4
L2 Merit = Grade 5.5
L2 Distinction = Grade 7
L2 Distinction * = Grade 8.5

AIMS OF THE QUALIFICATION

This qualification will assess the application of creative media skills through their practical use. They will provide learners with essential knowledge, transferable skills and tools to improve their learning in other subjects with the aims of enhancing their employability when they leave education, contributing to their personal development and future economic well-being. The qualifications will encourage independence, creativity and awareness of the digital media sector. Equip learners with a range of creative media skills and provide opportunities to develop, in context, desirable, transferable skills such as research, planning, and review, working with others and communicating creative concepts effectively. Through the use of these skills, learners will ultimately be creating fit-for-purpose creative media products. Challenge all learners, including high attaining learners, by introducing them to demanding material and techniques; encouraging independence and creativity and providing tasks that engage with the most taxing aspects of the National Curriculum.

The 'hands on' approach that will be required for both teaching and learning has strong relevance to the way young people use the technology required in creative media. It will underpin a highly valid approach to the assessment of their skills.

WHERE COULD THIS TAKE ME ?

Advertising Manager
Animator
Art Director
Computer Programmer
Digital Audio Technician
Digital Graphic Designer
Digital Imaging Manager
Digital Video Editor
E-business Consultant / Manager
Film Maker / Director
Marketing Expert / Manager
Multimedia Designer
Online Database Manager
Photographer
Public Relations Manager
Project Management
Radio Producer
Social Media Content Manager
Technology Support Specialist
Web Developer / Manager
Or maybe the job just doesn't exist yet......

Visit the OCR website for full details of the specification:

https://www.ocr.org.uk/qualifications/cambridge-nationals/creative-imedia-level-1-2-award-certificate-j807-j817/