OCR Level 1/Level 2 Cambridge National in Creative iMedia (J834)

<u>Overview</u>

The ICT/ Media industry is vast, covering different sectors and providing work for freelance creatives as well as large teams in design houses and multinational companies. But there are common aspects to all digital media products. This qualification will help you to develop knowledge, and understanding relating to different sectors, products and job roles that form the media industry. You will learn how media codes and conventions are applied to create digital media products which engage audiences. You will also learn the purpose of, and reasons for legislation applicable to the media industry and what media producers must do to comply with this legislation. In addition, you will gain an understanding of the properties and formats of media files.

<u>Topics</u>

Unit R093: Creative iMedia in the media industry

This is **assessed by taking an exam**. In this unit you 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. Topics include:

o The media industry
o Factors influencing product design
o Pre-production planning
o Distribution considerations

Unit R094: Visual identity and digital graphics

This is **assessed by completing a set assignment**. In this unit you will learn to how to develop visual identities for clients and use the concepts of graphic design to create original digital graphics to engage target audiences. Topics include:

o Develop visual identity
o Plan digital graphics for products
o Create visual identity and digital graphics

Unit R099: Digital games

This is **assessed by completing a set assignment**. In this unit you will learn how to plan, create and review digital games. Topics include:

o Plan digital games
o Create digital games
o Review digital games

<u>Assessment</u>

Unit	Assessment	Weighting
R093	Exam	40%
R094 – Visual identity and digital graphics	NEA	30%
R099 – Digital Games	NEA	30%

Assessments for these units are graded as:

- **Level 1 Pass**
- **Level 2 Pass**
- **Level 2 Merit**
- **Level 2 Distinction**

- If you require any further information or have any questions, then please contact Mr Bainbridge, Head of Computing via email – gregg.bainbridge@consilium-at.com

Heworth Grange
School
Enriching Lives, Inspiring Ambitions

Consilium
Academies