



Subject: Cambridge National in Creative iMedia (Lv1/2) 2022		Year 10 and Year 11	
Examination Board: OCR	Specification Code: J807: 600/7652/5		Qualification: Lv1/ 2 Cambridge National
Director of Faculty: Miss L Fox		KS4 Subject Lead: Miss L Fox	
Teaching Staff: Miss L Fox / Mr A Bott / Mrs J Peet			
<p>Curriculum Rationale:</p> <p>This qualification will assess the application of creative media skills through their practical use. They will provide pupils with essential knowledge, transferable skills and tools to improve their learning in other subjects with the aim 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 through hands-on tasks that help develop secure knowledge and understanding from a media perspective.</p>			
<p>R093 - Creative iMedia in the media industry: Mandatory Unit. External Examination.</p> <p>In this unit you will learn about the sectors, products and job roles that form the media industry. You will learn the legal and ethical issues considered and the processes used to plan and create digital media products. You will learn how media codes are used within the creation of media products to convey meaning, create impact and engage audiences. You will learn to choose the most appropriate format and properties for different media products.</p>		<p>R094 - Visual identity and digital graphics Mandatory Unit. Internal Assessment.</p> <p>This coursework-based unit builds on unit R093 and pupils will be able to apply the skills, knowledge and understanding gained in that unit. In this unit you will learn how to develop visual identities for clients. You will also learn to apply the concepts of graphic design to create original digital graphics which incorporate your visual identity to engage a target audience.</p>	
<p>Optional Units (Internal Assessment):</p> <p>Aswell as the two units above, you will also choose one unit from the 5 options below (this is chosen based on teaching staff, student interests and software/hardware availability)</p>			
<p>R095 – Characters and Comics media</p> <p>In this unit you will learn to design and create digital original characters that convey emotion and personality within comics. You will also learn to set your characters within stories of your own making which flow logically and engage the reader. You will also learn to use conventions of comics to tell your characters' stories across multiple pages.</p>		<p>R096 - Animation and audio</p> <p>In this unit you will learn to plan animations with soundtracks based on client briefs. You will learn to use a range of tools and techniques to create, edit and combine audio and animated content and export and review completed animation with audio products.</p>	
<p>R097 – Interactive digital media</p> <p>In this unit pupils will learn how to design and create interactive digital media products for chosen platforms. Pupils will learn to select, edit and repurpose multimedia content of different kinds and create the structure and interactive elements necessary for an effective user experience.</p>	<p>R098 – Visual imaging</p> <p>In this unit pupils will learn how to apply the conventions of both static and moving images, which make up the language of visual imaging and communication. You will plan and capture photographs and moving images using a digital camera and learn to edit and process photographs and video sequences to create meaningful products in response to client briefs.</p>	<p>R099 – Digital games</p> <p>In this unit pupils will learn to interpret client briefs to devise original digital game concepts. Pupils will learn to plan digital games effectively and to use a Game Design Document to create engagement among developers and clients. Pupils will learn to create, edit, test and export playable digital games which they have designed.</p>	

Assessment Overview:

- 1 externally assessed examination.1 hour and 30 min exam worth 40% of the overall qualification. Externally set and marked by OCR.
- 2 internally assessed coursework, Moderated by OCR, pieces worth 60% of the overall course.

Homework and Revision Guidance:

All homework is set inline with the schools homework policy for KS4 pupils. Pupils complete homework using the BTEC IT Google Classroom which is a designated virtual learning classroom that pupils can access at home with their school login details.

Learning and Career Pathways:

This course has scope for pupils to progress in a variety of pathways for a more academic post 16 route pupils could go on to study A Level Media studies. Pupils whose strengths lie within completing coursework activities would be able to progress onto a Level 3 BTEC Qualification in Digital or Creative Media

The careers that are available within the Media industry are vast and wide ranging from TV and Film through to Web content creator and Marketing.