

## What are the aims of this course?

The Creative iMedia course will 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. The Cambridge Nationals in Creative iMedia will also challenge all learners, including high attaining learners, by introducing them to demanding material and techniques; encouraging independence and creativity and providing tasks that engage learners.

## What will I learn?

This qualification supports progress to further study in general and vocational qualifications, including GCE, BTEC and Diplomas in ICT, Creative and Digital Media, Media Studies and related subjects.

Employers also recognise the value of such a practical and relevant qualification in such a fast changing technological working environment. Jobs that require iMedia include; Marketing, Journalism, Directing films, Graphics Designers, Games designers, professional and photographers.

For learners who want to progress to Level 3 qualifications, they have the choice of various GCE qualifications which will further develop areas of their learning from Level 1/2:

- ICT
- Computing
- Media Studies
- Design and Technology.

## Course Outline

Unit and qualification results are awarded with Pass, Merit or Distinction at both Levels 1 and 2. Learners' performance on the units will determine their final grade and level.

Unit Titles	Content	% Unit is Worth
Unit 1- mandatory and exam based	R081: Pre-production skills - Written paper, OCR set and marked Learners are introduced to a range of essential pre-production techniques used in the creative and digital media, including client brief, time frames, deadlines and preparation techniques	25%
Unit 2- mandatory and centre-assessed	R082: Creating digital graphics Centre-assessed tasks, OCR moderated Building on the skills and understanding that they have developed in the previous unit, learners explore where and why digital graphics are used and the techniques that are involved in their creation. They apply their skills and knowledge in creating digital graphics against a specific brief.	25%
Unit 3- centre-assessed	Your teacher will select the most appropriate unit from OCR model assignments bank, dependent on class skills.	25%
Unit 4- centre-assessed	Your teacher will select the most appropriate unit from OCR model assignments bank dependent on class skills.	25%

## Progression and Career Opportunities

This course is useful to students who are considering a career in:

- Graphic Design
- ICT
- Computing
- Apprenticeships
- Art and Design
- Design and Technology
- Web Design

## Further Information

The Creative & Digital Industries are very diverse – ranging from advertising to architecture and fashion to film. The Creative iMedia course provides learners with a wide range of digital skills, from vision and design to marketing and communication. Skills that are applicable and sought-after across a wide range of sectors, from advertising to engineering, from broadcasting to journalism.

Specification link:

<https://www.ocr.org.uk/Images/115888-specification.pdf>

### For more information contact:

Mrs N Ahmed - Computing & Business Faculty Lead  
[n.ahmed@thebarlowrhigh.co.uk](mailto:n.ahmed@thebarlowrhigh.co.uk)