

OCR Cambridge Nationals in Creative iMedia

SUBJECT	Creative iMedia	YEAR	Year 10 and 11
Key Concepts (The big ideas underpinning this subject)		Key Skills in this subject	
<p>Digital Media plays an important part in many areas of our everyday lives and is also an important part of the UK economy. There is a demand from employers for an increasingly skilled and technically literate workforce as more and more media products are produced digitally. Creative iMedia provides students with specific and transferable skills and a solid foundation in understanding and applying this subject, whether it is in employment or higher education.</p>		<p>Cambridge Nationals in Creative iMedia are media sector-focused, including film, television, web development, gaming and animation, and have IT at their heart. It provides knowledge in a number of key areas in this field from pre-production skills to digital animation and have a motivating, hands-on approach to learning. The main skills developed are;</p> <ul style="list-style-type: none"> • Investigate • Design • Create • Review 	
What will be learnt in this subject?		How will learning take place in this subject?	
<p>Unit R081: Pre-Production Documents This unit will enable learners to understand pre-production skills used in the creative and digital media sector. Planning is an essential part of working in the creative and digital media sector. This unit includes;</p> <ul style="list-style-type: none"> • Understanding of the client brief, time frames, deadlines and preparation techniques that form part of the planning and creation process. • Acquire the underpinning knowledge and skills needed to create digital media products and gain an understanding of their application. • Understand the purpose and uses of a range of pre-production techniques. • Plan pre-production of a creative digital media product to a client brief, and will understand how to review pre-production documents. 		<ul style="list-style-type: none"> • Creation of pre-production documents such as mind maps, mood boards, visualisation diagrams and scripts • Investigation, design, creation and review of an animation product (scenario based) • Investigation, design, creation and review of a website (scenario based) • Investigation, design, creation and review of a digital graphic (scenario based) 	

Unit R082: Creating Digital Graphics

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 the products it produces, to communicate messages effectively. This unit includes;

- Understanding the basics of digital graphics editing for the creative and digital media sector.
- Where and why digital graphics are used and what techniques are involved in their creation.
- Understanding of the client brief, time frames, deadlines and preparation techniques as part of the planning and creation process.
- Understanding of the purpose and properties of digital graphics, and know where and how they are used.
- To plan the creation of digital graphics, create new digital graphics using a range of editing techniques and review a completed graphic against a specific brief.

Unit R085: Creating a Multipage Website

Multipage 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 includes;

- Understand the basics of creating multipage websites.
- Demonstrate their creativity by combining components to create a functional, intuitive and aesthetically pleasing website.
- Interpret a client brief and to use planning and preparation techniques when developing a multipage website.
- Explore and understand the different properties, purposes and features of multipage websites, plan and create a multipage website and review the final website against a specific brief.

Unit R086: Creating Animations

Animation 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 includes;

- Understand the basics of animation products for the creative and digital media sector.

<ul style="list-style-type: none">• Where and why animations are used and what features are needed for a given purpose.• Interpret a client brief, and to use time frames, deadlines and preparation techniques as part of the planning and creation process when creating an animation product.• Understand the purpose and properties of animation products, be able to plan and create an animation product to a client's requirements and review it, identifying areas for improvement.	
What methods of assessment will be used?	
<ul style="list-style-type: none">• Verbal assessment in lessons• Extended writing or reporting tasks• Peer and self-assessment• Written (computer based) assessment pieces• Visual assessment of application competence• Examinations	