



Creative iMedia

OCR Level 2 Cambridge National

This course is run by the IT and Computing Department and designed to run as an alternative or companion to GCSE Computer Science.

You may be interested in this if you want an engaging qualification where you will use your learning in practical, real-life situations, such as:

- Developing visual identities for clients
- Planning and creating original digital graphics
- Planning, creating and reviewing original digital media products.

This will help you to develop independence and confidence in using skills that would be relevant to the media and IT industry.

The qualification will also help you to develop learning and skills that can be used in other life and work situations, such as:

- Thinking about situations and deciding what is required to be successful
- Exploring different options and choosing the best way forward to solve a problem
- Exploring and generating original ideas to find imaginative solutions to problems
- Selecting the best tools and techniques to use to solve a problem
- Appropriate use of media to convey meaning
- Use of planning techniques to complete tasks in an organised and timely way.

Units for the Certificate

Unit R093: Creative iMedia in the media industry (External Examination)

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. Completing this unit will provide you with the basic skills for further study or a range of creative job roles within the media industry.

Unit R094: Visual identity and digital graphics (Coursework 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. Completing this unit will introduce the foundations for further study or a wide range of job roles within the media industry.

Unit R099: Digital games (Coursework Unit)

In this unit you will learn to interpret client briefs to devise original digital game concepts. You will learn to plan digital games effectively and to use a Game Design Document to create engagement among developers and clients. You will learn to create, edit, test and export playable digital games which you have designed. Completing this unit will provide you with the basic skills for further study or a range of creative and technical job roles within the media industry.

Assessment Method

This course is assessed through a combination of a written examination and coursework.

The weightings of each unit are:

(R093 – 40%, R094 – 30%, R099 – 30%)

For further information see

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