

# Subject: Creative iMedia

**Examination Board** OCR

**Specification Number** J834

**Teacher responsible** Mr Rogers

## Introduction

GCSE Creative iMedia content has been designed to enable students to understand and apply the fundamental principles and concepts of digital media including factors that influence product design, use of media codes and conventions, pre-production planning techniques, legal issues and creation/publishing/distribution considerations. Students will also be able to develop learning and practical skills that can be applied to real-life contexts and work situations. Students will design, plan, create and review digital media products which are fit for purpose meeting both client and target audience requirements.

## Course Content

You will study 2 mandatory units and choose 1 optional unit. The two mandatory units are:

### **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:

- The media industry
- Factors influencing product design
- Pre-production planning
- 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:

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

There are 5 optional units to choose from. Each optional unit has the same structure to your learning, but the conventions and practical skills are tailored to the media product being studied. The 5 optional units include:

- Unit R095: Characters and comics
- Unit R096: Animation with audio
- Unit R097: Interactive digital media
- Unit R098: Visual imaging
- Unit R099: Digital games

## Assessment

Mandatory Units:

**Unit R093: Creative iMedia in the media industry**

90-minute written examination. 70 marks (80 UMS) testing sections of the curriculum content. Externally assessed.

**Unit R094: Visual identity and digital graphics**

OCR-set assignment. 50 marks (50 UMS) Centre-assessed and OCR moderated

Optional Unit Selected:

**Unit R097: Interactive digital media**

OCR-set assignment. 70 marks (70 UMS). Centre-assessed and OCR moderated

## Progression

Creative iMedia will give you a good knowledge of Computing and ICT. Students can go on to study Creative iMedia AS-Level and A-Level courses.

Future careers opportunities could include animators, content creators, and graphic designer, as well as complementing other areas such as Mathematics and Business sectors.