



## OCR Level 2 Cambridge National in Creative iMedia

### Introduction and course overview

Creative iMedia is a digital media focused course, covering digital aspects of film, TV web development, gaming and animation. The course provides knowledge in a number of key areas in this field from pre-production skills to digital animation and has a motivating, hands-on approach to both teaching and learning. Cambridge Nationals deliver skills across the whole range of learning styles and abilities, effectively engaging and inspiring all students to achieve great things. Pupils will complete two compulsory units and one optional unit.

### Unit 1 - Creative iMedia in the media Industry

In this unit you will learn about the media industry, digital media products, how they are planned, and the digital media methods which are used to convey meaning, create impact and engage audiences. . This is worth 40% and is examined via a formal written examination.

### Unit 2 - Visual Identity & Digital graphics - Compulsory unit no 2

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 .This is worth 25% and is assessed through an exam board set assignment completed in class time and exam conditions.

### Unit 3 - Optional final unit

There are a wide range of options to choose from including creating digital comic strips, webpage design and digital animation. This is worth 35% and is assessed through an exam board set assignment completed in class time and exam conditions.

### Aims of the course

- ☑ to strengthen knowledge and understanding of how to use computer systems effectively.
- ☑ to develop exciting 21st century digital media skills.
- ☑ to become experts in a range of digital software
- ☑ enhance employability when they leave education, contributing to their personal development and future economic well-being.



**Method of assessment**

Unit 1 (40%) - 75 minute written Paper set and marked by the exam board

Unit 2 (25%) – Practical task on the computer set by the exam board

Unit 3 (35%) - Practical optional task on the computer set by the exam board

**Useful resources and further information**

<https://www.ocr.org.uk/Images/610942-specification-cambridge-nationals-creative-imedia-j834.pdf>