

ICT (Certificate in Creative iMedia)

OCR Cambridge National Certificate in Creative iMedia

Syllabus:	OCR
Number of Lessons per Fortnight:	5
Teaching Groups:	Mixed Ability

The OCR Level 2 Cambridge National Certificate in Creative iMedia aims to enable students to:

- acquire the knowledge, understanding and skills they need to design and make, effective digital products
- use digital tools as a means of expression to inform, persuade and entertain
- promote creativity and develop their independent learning skills
- reflect and review on what they produce and strive for excellence
- acquire professional, real-world skills in research, planning, project management, working with others and communicating creative concepts effectively
- attain essential knowledge, understanding and skills they need to support future learning and exploit the creative digital media sector

The course comprises of four units:

Unit R093: Creative Media in the media industry

In this unit students 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 and distribution considerations

- Written exam paper
- Set and marked by OCR
- 1 hour 30 mins
- 70 marks

Unit R094: Visual identity and digital graphics

In this unit students 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 and create visual identity and digital graphics

- Centre assessed tasks (assignments)
- Moderated by OCR
- Approx 10-12 hours
- 50 marks

Unit R097: Interactive Digital Media:

In this unit students will learn how to plan, create and review interactive digital media products. Topics include: plan interactive digital media, create interactive digital media and review interactive digital media

- Centre assessed tasks (assignments)
- Moderated by OCR
- Approx 10-12 hours
- 70 marks