

KEY STAGE 4 CURRICULUM INFORMATION

KEY STAGE 4 CREATIVE iMEDIA

Examination Board	OCR	Specification Code	OCR Level 1 / 2 Cambridge National in Creative iMedia
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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

1 hour 15 mins exam during Year 11

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

10-12 hours to complete a set assignment in school.

Unit R097 requires students to create an interactive digital media product. This could be any of the following:

- a website
- an information point
- a mobile app
- an e-learning product
- a digital map
- a game

Students will need to develop an understanding of all of these products so that they are able to choose which one to produce independently in the NEA, based on the client requirements. They will also need knowledge of pre-production documentation in order to plan their product. Time will be needed to teach the technical skills to create each of the interactive digital media product. Finally, students will need to be able to test and review their work and offer improvement and further developments.

10-12 hours to complete a set assignment in school.

ASSESSMENT DETAILS

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To be successful students will need to be able to:

- Manage time effectively and meet assignment deadlines
- Reflect and act upon feedback provided
- Apply subject knowledge to examination questions
- Be able to write clear, concise coursework with good spelling, punctuation and grammar

Unit R093: Externally assessed exam paper - **40%** of the qualification

Unit R094 & R097: Internally assessed assignment & moderated - **30%** of the qualification

All assessments are graded Pass, Merit, Distinction or Distinction* and with the exception of D* can be at Level 1 or Level 2

ADDITIONAL EQUIPMENT NEEDED

- Access to a computer as course resources will be available online through the school email and google drive
- Book for notes
- Assignment briefs will be issued for each internally assessed component

WHAT CAN I DO TO SUPPORT MY CHILD AT HOME?

- Encourage students to carry out wider reading on topics covered in class.
- Use the OCR website to practice exam questions, utilise mark schemes and examiners report
- Be aware of homework and assignment deadlines (Go4schools and Google Classroom) and encourage students to meet them to avoid late submission of work
- Encourage students to learn key words and terminology from the course.
- Support by motivating students in meeting deadlines for assessments – Students will be expected to record videos and complete tasks in their own time.

RECOMMENDED RESOURCES FOR THE COURSE:

Websites: <https://www.ocr.org.uk/qualifications/cambridge-nationals/creative-imedia-level-1-2-j834/>

Book: Level 1/Level 2 Cambridge National in Creative iMedia (J834) ClearRevise OCR Creative iMedia Levels 1/2 J834

ADDITIONAL INFORMATION

- Strict guidelines and rules regarding malpractice & plagiarism - students will be issued with an NEA guide and must show they have read it and understood it by annotating & highlighting this. It will be stored in their Progress folders.

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TEACHING STAFF CONTACT DETAILS

Name	Role	Email	Tel
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