

KS4 Creative iMedia

Course Specifications

Exam board: OCR

Course type: Cambridge Nationals

Course Description

This vocational course consists of two mandatory units and two optional units.

R081: Pre-production skills

Students are introduced to a range of essential pre-production techniques used in the creative and digital media, including client brief, time frames, deadlines and preparation techniques

R082: Creating digital graphics

Building on the skills and understanding developed in R081, students explore where and why digital graphics are used and the techniques that are involved in their creation. They apply their skills and knowledge in creating digital graphics against a specific brief.

R089: Creating a digital video sequence

Students discover where digital video sequences are used in the media industry and how these technologies are developed to reach an identified target audience as they plan, create and edit a digital video sequence and review it against a specific brief.

R090: Digital photography

Students explore different types of digital photography, photographic equipment, features and settings. They plan and execute a photo shoot according to a specific brief and present a final portfolio.

Skills & Abilities

- Creative and analytical
- Dedicated and organised
- Enjoy working with technology
- Able to work to deadlines

Assessment

Cambridge Nationals (KS4 target in English 4)

Exam = 25% (1 paper)

Controlled Assessment = 75% (3 units)

Careers & Progression

Journalism, Marketing, Public Relations, Film and Television, Web Design and Production, Animation, Advertising, Graphic Design, Radio.

Guidance & Advice

Further reading:

Books: [course book](#) and [course revision guide](#)

Websites: [GCSE Pod](#), [BBC GCSE Bitesize](#)

Publications: [The Week Junior](#)

As in Y9, continue to access a wide range of media products that cover a variety of genres for different target audiences, e.g. films, newspapers, magazines, TV programmes, radio broadcasts.
