

## KS4 Creative iMedia (Y10 2022)

### Course Specifications

**Exam board: OCR**

**Course type: Cambridge Nationals**

### Course Description

The course encourages students to understand and apply the fundamental principles and concepts of digital media to the products they will design and create. They will develop learning and practical skills that can be applied to real-life contexts and work situations.

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

#### **R093: Creative iMedia in the media industry (exam)**

Completing this unit will provide you with the basic skills for further study or a range of creative job roles within the media industry. You will learn about:

- the sectors, products and job roles that form the media industry
- the legal and ethical issues considered
- processes used to plan and create digital media products
- how media codes are used within the creation of media products to convey meaning, create impact and engage audiences
- choosing the most appropriate format and properties for different media products.

#### **R094: Visual identity and digital graphics (NEA)**

In this unit you will learn how to develop visual identities for clients using appropriate software. You will also learn how to apply the concepts of graphic design to create original digital graphics which incorporate your visual identity to engage a target audience.

**A third unit will be introduced in year 11 based on progress made in year 10**

### Skills & Abilities

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

### Assessment

**Exam** = 1 paper worth 40%

**Controlled Assessment** = Y10 NEA worth 25% and year 11 NEA worth 35%

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### Careers & Progression

Journalism, marketing, public relations, film and television, game development, Web design, production, animation, advertising, graphic design and radio.

### Guidance & Advice

**Further reading:**

**Books:** [course book](#) (includes digital resources) 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.

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