

KS4 Creative iMedia (Y10 2024)

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 and graphic design to the products they will plan, design and create. You 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)

Working using a given brief, you will learn how to develop branding for clients (including visual identities through logos) using appropriate software (Adobe Photoshop and Illustrator). 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 at the end of year 10 based on progress made

e.g. comics, websites, photography, animation

Skills & Abilities

Creative and analytical
Dedicated and organised
Enjoy working with technology
Learning new software
Able to work to deadlines

Assessment

Exam = 1 external paper = 40%

Non examined assessment = x2 = 60% (Y10 = 25% and year 11 = 35%)

Careers & Progression

You can continue further study at 6th form as we deliver A Level Media Studies.

Jobs include: graphic design, journalism, marketing, public relations, film and television, game development, web design, production, animation, advertising and radio.

Guidance & Advice

Further reading:

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

Websites: [GCSE Pod](#) (all students have access), [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.