

Creative iMedia (Graphics)

Course Specifications

Course Title: Creative iMedia

Exam Board: OCR

Link to specification: [Creative iMedia specification](#)

Grading: Pass, merit or distinction at level 1 or 2

Course Details

What will you learn?

Year 10

Autumn

Introduction to R093 exam unit: Creative iMedia in the media industry

- Topic Area 1: The media industry
- Topic Area 2: Factors influencing product design

Teaching and practise for R094: Visual identity and digital graphics

- Topic Area 1: Develop visual identity
 - 1.1 Purpose, elements and design of visual identity
- Topic Area 2: Plan digital graphics for products
 - 2.1 Graphic design and conventions
 - 2.2 Properties of digital graphics and use of assets
 - 2.3 Techniques to plan visual identity and digital graphics
- Topic Area 3: Create visual identity and digital graphics
 - 3.1 Tools and techniques of imaging editing software used to create digital graphics
 - 3.2 Technical skills to source, create and prepare assets for use within digital graphics
 - 3.3 Techniques to save and export visual identity and digital graphics

Spring

Independently respond to the R094 brief to create the visual identity and digital graphic requested.

(The brief changes every year)

Summer

Teaching and practise for R095: Characters and Comics

- Topic Area 1: Plan characters and comics
 - 1.1 Character features and conventions
 - 1.2 Conventions of comics
 - 1.3 Resources required to create characters and comics

- 1.4 Pre-production and planning documentation and techniques for characters and comics
- Topic Area 2: Create characters and comics
 - 2.1 Techniques to obtain and create components for use within comics
 - 2.2 Technical skills to create comics
 - 2.3 Techniques to save and publish characters and comics
- Topic Area 3: Review characters and comics
 - 3.1 Techniques to check and review characters and comics
 - 3.2 Improvements and further developments

Year 11

Autumn

Independently respond to the R095 brief to create the character and comic requested.
(The brief changes every year).

Spring

Continue R093 exam unit: Creative iMedia in the media industry

- Topic Area 3: Pre-production planning
- Topic Area 4: Distribution considerations

Summer

Practice for final R093 exam

How will you be assessed?

During the course:

Year 10:

January: mid year exam

March: You will submit NEA R094 which is worth 25% of your overall grade

June: end of year exam based on exam unit R094

Year 11:

November: PPE1

January: You will submit NEA R095 which is worth 35% of your overall grade

February: PPE2

June: external exam R094

At the end of the course:
Your final grade will be awarded based on the following examinations and / or coursework.
Exam R093: Creative iMedia in the media industry (40% of overall grade)
NEA R094: Visual identity and digital graphics (25% of overall grade)
NEA R095: Characters and comics (35% of overall grade)

What independent work can you do?
Learn:
Glossary of Key Terms Command words
RAG and Revisit:
PLCs
Explore:
Recommended Reading Access a wide range of media products that cover a variety of genres for different target audiences e.g. print adverts, films, newspapers, magazines, TV programmes, radio broadcasts.
Revise:
Top tips and strategies <ul style="list-style-type: none"> • Use Know It All Ninja videos - create flash cards • Practice quizzes on GCSE Pod • Attend Adobe club to practise Photoshop and Illustrator for your NEA
Prepare:
Exam papers - currently only a sample paper is available.

Which resources should you use?
Textbooks, websites, online resources
Further reading: Books: course book (includes digital resources) and course revision guide Websites: GCSE Pod , BBC GCSE Bitesize Publications: The Week Junior