

**Information for parents:**

Creative i-Media is one of the Cambridge Nationals that can be offered alongside other Level 1 and 2 qualifications in school. This is a very distinctive subject and is different to any subject to those studied at KS3. This subject blends knowledge and skills in the field of the media alongside many aspects of using computers and software programmes to design and make digital media products.

We would like to keep you up to date with what we are doing in school for Creative i-Media. We would also like to share information about the support that you can offer your son/daughter. If you have any questions or require any further information, please do not hesitate to contact school.

**What are we studying?**

We are studying the OCR Creative i-Media. There are 3 units in the course.

**R093**

This is the exam unit about the media industry. Pupils are tested on theoretical knowledge about the media industry.

**R094**

Visual Identity and Digital Graphics. This is a compulsory coursework unit. Pupils are given a design brief and must create a visual identity for a client to meet a set brief and also produce a specified digital graphic. This is completed in Y10. Pupils are currently being introduced to this.

**Further coursework unit** - Currently we are studying R097 with y11, which involves making an interactive digital multi media product, but we are currently reviewing this and may choose a different unit which we feel will most engage the learners taking i-media in this cohort. This will be completed in y11.

This term we are focusing on some aspects of R093 and R094. Pupils will be expected to apply their theoretical knowledge in their R094 unit.

This course is graded at 2 levels - Level 1 or Level 2. Within each level, pupils can achieve a PASS, MERIT or DISTINCTION. Pupils are awarded a grade based on the total score of their 3 units.

**Questions that you can ask at home?**

What new information have you learned this week about the media industry?

What do you know about visual identities? Why are these important to companies to promote themselves?

Later this term, you can also ask:  
What is your design brief for R094?  
What do you need to do this week to progress with your project?

**Other ways you can help:**

Encourage your son/daughter to learn the knowledge on their knowledge organisers. All of the three units in this course link together and the students who achieve best can blend their knowledge across the 3 units, applying their theoretical knowledge to their creative work in their coursework. The knowledge organisers help students to learn and use key media terminology which is essential knowledge for the course.

# CREATIVE

# iMEDIA

INCLUDED ON THE  
KS4 PERFORMANCE TABLES

*Specification*

OCR Level 1/Level 2

Cambridge National in  
**Creative  
iMedia**

**J834**

Version 2 (First teaching September 2022)



INCLUDED ON THE  
KS4 PERFORMANCE TABLES

*Specification*

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# Who would access this course?

- Aged 14-16 on a full-time study programme wanting to develop applied knowledge and practical skills suitable for use within the media industry.
- Who want to progress onto other related study, such as vocational qualifications in digital media and information technology, A Levels, T Levels and apprenticeships.
- As it is designed to meet the Department for Education's characteristics for a Technical Award.

## J834: OCR Level 1/Level 2 Cambridge National in Creative iMedia (120 GLH)

Unit 1 (40%)

R093 – Examined (M)

Unit 2 (25%)

R094 – Moderated (M)

Unit 3 (35%)

R095-R099 – Moderated (O)

**RO97**

M = Mandatory O = Optional

GLH = Guided Learning Hours. The approximate time that the teacher will spend supervising or directing study time and assessment activities

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### Guided learning hours (GLH) 120

Qualification requirements Students must complete three units:  
one externally assessed unit (exam)- RO93  
two centre-assessed units (NEA) –RO94 and RO97

# Assessed Units

For this qualification, students must achieve **three** units: one externally assessed and two Non Examined Assessment (NEA) units.

<u>Unit no.</u>	<u>Unit title</u>	<u>Unit ref. no. (URN)</u>	<u>Guided learning hours (GLH)</u>	<u>How are they assessed?</u>	<u>Mandatory or optional</u>
R093	<a href="#">Creative iMedia in the media industry</a>	<a href="#">K/618/5870</a>	48	E	M
R094	<a href="#">Visual identity and digital graphics</a>	<a href="#">M/618/5871</a>	30	NEA	M
R095	<a href="#">Characters and comics</a>	<a href="#">T/618/5872</a>	42	NEA	O
R096	<a href="#">Animation with audio</a>	<a href="#">A/618/5873</a>	42	NEA	O
R097	<a href="#">Interactive digital media</a>	<a href="#">F/618/5874</a>	42	NEA	O
R098	<a href="#">Visual imaging</a>	<a href="#">J/618/5875</a>	42	NEA	O
R099	<a href="#">Digital games</a>	<a href="#">L/618/5876</a>	42	NEA	O

# Assessment series each year

- January
- June

School will assess the NEA units and OCR will moderate them.

## **Terminal assessment**

- The exam must be taken in the final assessment series before qualification certification.
- The result from the exam taken in the final series will be the one that counts towards a student's overall grade.

## **Grading**

All results are awarded on the following scale:

- Level 2 – Distinction\* (\*2), Distinction (D2), Merit (M2), Pass (P2)
- Level 1 – Distinction (D1), Merit (M1), Pass (P1) and Fail/Unclassified.

## **Exam resits**

Students can resit the exam but the result from the exam taken in the series where students certificate would be the result to count towards performance measures.

# The two mandatory units are:

- 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



# 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
- Moderated and assessed

# Unit R097: Interactive digital media

## Taught optional unit

- This is assessed by completing a set assignment.
- In this unit you will learn how to plan, create and review interactive digital media products. Topics include:
  - ○ Plan interactive digital media
  - ○ Create interactive digital media
  - ○ Review interactive digital media

# Other ways you can help

- All of the three units in this course link together and the students who achieve best can blend their knowledge across the 3 units, applying their theoretical knowledge to their creative work in their coursework.
- Encourage your son/daughter to learn the knowledge on the knowledge organiser's and to revise the key terminology which is essential.
- To encouraged them to complete their lesson worksheets, go through any handouts, websites, text book and material posted in google classroom.
- Try to complete the coursework within the lesson times so they do not have to spend extra time completing the course work.

# Cambridge National in Creative iMedia (Level 1/Level 2)



**A Level**  
Media Studies  
(Level 3)

**Apprenticeship**  
Media and Broadcast  
Assistant Pathway  
(Level 3)

**Cambridge  
Technicals**  
Information  
Technology  
and  
Digital Media  
(Level 3)

**T Level**  
Digital Production  
Design and  
Development  
or  
Media, Broadcast and  
Production  
(Level 3)