VOCATIONAL AWARD IN CREATIVE iMEDIA

OCR Cambridge National Level 1 / Level 2 Creative iMedia is a practical and vocation-focused media qualification.

Students will learn a range of media production techniques, from preproduction through asset creation to final product development and delivery. Students are taught to understand and use a client brief, develop initial ideas, carry out research, plan a media production and carry this through to delivery of the final product. Students will focus on audiences and the purpose of texts and how these aspects impact the creation and distribution of media artefacts. These are demonstrated both through the completion of NEA (coursework) units, and through questions in the examination.

The final examination has two distinct sections. The first will ask questions about the media industry, job roles in the media, the use of various preproduction and production documentation, and laws and regulations relating to media production and distribution. The second section has a professional scenario, and requires students to respond to a brief, complete a creative task, and evaluate the effectiveness of other media products at meeting their purpose for the target audience.

The first NEA is completed and submitted in Year 10.
This course is graded on the Pass / Merit / Distinction / Distinction * schema, at level 1 and level 2 (GCSE grades 1-8)

ASSESSMENT

Assessment title	Assessment type	Final grade contribution
R093 – Creative iMedia in the media industry	Examination	40% - sat in Year 11
R094 – Visual Identity and digital graphics	Coursework NEA unit	30% - completed in Year 10
R096 – Animation with Audio	Coursework NEA unit	30% - completed in Year 11

YEAR 10

R094 Visual Identity and Digital Graphics / R093 Exam

Students will learn about preproduction techniques for creation of digital graphics, focusing on understanding media texts in relation to their purpose and audience, and how a visual identity is created:
- Textual Analysis
- Mind mapping
- Mood Board creation
- Ideation through sketching
- Final Visualisation diagrams
- Understanding image licencing and copyright

Students will balance this with learn a range of digital graphic production techniques:
- Vector shape creation
- Use of vector tools to create complex shape
- Application of Bezier handles for smooth curves
- Creation and editing of text as graphics
- Basic colour theory
- Raster (bitmap) graphics
- Photo composition techniques
- Colour grading
- Use of filters and styles
- Exporting to meet client requirements

Students will complete the first NEA task based on a brief set by the examination board. This will change every year, and briefs are only valid for one year. This will be submitted in June and contribute 30% of the qualification.

EXAM PREPARATION:
Students will cover aspects of the textual analysis and preproduction as exam preparation at the same time as completing the NEA.

Students will learn about the development of the media production industries pre and post the advent of digital technologies. They will learn about a range of media forms and types within these media industries, and be able to identify how digital technology has changed the preproduction, production and postproduction in traditional media forms.

Students will learn about a range of job roles with in the media industry, knowing the key responsibilities and how these role link together in larger companies, whilst individual may take on multiple roles in smaller production houses.

Students will lean about the factors that impact media production, from the brief, to conventions of the form, to purpose, style and content requirements. Students will learn about audience segmentation and targeting based on demographic aspects such as age, gender and lifestyle.

R096 Animation with audio / R093 Exam	
Students will study a range of animation, focusing on the purpose and conventions: • Advertising • Story telling • Information • Understanding how audio can be combined with animation to create effective products Students will learn to use a range of tools for creating animation: • Cameras • Tripods • Rigging models • Sets for physical stop motion animation • Cameras and scanners for digitizing cell animation • Digital animation software • Microphones and recording devices • Audio capture and editing Students will learn a range of motion preproduction techniques, in addition to those learned in year 10: • Storyboards • Scripts • Graphical scores These skills will be used to create an animation with audio; planning, writing, recording, animating and editing an animated media product to meet a professional brief. Students will learn to review these animations for suitability for target audience and purpose.	**EXAM PREPARATION:** Students will complete the preparation for the final examination: Students will be taught how to carry out and evaluate primary and secondary research, and understand how these contribute to media production. Students will consolidate their learning about preproduction planning techniques, alongside production documentation like asset logs, timelines and GANTT charts. Students will explore the various ways that media products can be distributed, but digitally and physically, evaluating the various technical formats, types and considerations of different type of compressed and uncompressed delivery types. The final section will focus on the legal frameworks surrounding the media industry from privacy and data protection, to slander and libel. They will develop an understanding of the various ways that intellectual property rights are asserted and protects through copyright, licencing and trademarks. Student will study classifications, certification and regulation of media production through PEGI and the BBFC classification boards, and develop an keen understanding of health and safety law and how it applies to media production both in the studio and on location.