

## Year 10 iMedia

Term	Topic	Knowledge	Skills
Autumn T1	R097 – Interactive digital media (Skills building coursework).	R097 - Learning Outcome 1: Understand the purpose and properties of a multimedia product and interactive digital media	<ul style="list-style-type: none"> <li>• What is a multimedia product</li> <li>• What is the purpose of a multimedia product</li> <li>• Key elements to consider- colour scheme- house style- layout-GUI- accessibility.</li> <li>• Hardware and software needed</li> <li>• Limitations cause by bandwidth and data transfer</li> <li>• The purpose of pre- production documents</li> <li>• The contents of pre-production documents.</li> </ul>
		R097 - Learning Outcome 2: Be able to plan the creation of an interactive multimedia product	<ul style="list-style-type: none"> <li>• Identify client requirements</li> <li>• Timescales</li> <li>• Works plans</li> <li>• Identifying target audience</li> <li>• Hardware and software</li> <li>• Legislation</li> <li>• Health and safety</li> </ul>
		R097 - Learning Outcome 3: Be able to create an effective multimedia product	<ul style="list-style-type: none"> <li>• Taught how to create the different components of a multimedia product</li> <li>• Taught file formats</li> <li>• Version control</li> </ul>

		R097 - Learning Outcome 4: Be able to review an effective multimedia product	<ul style="list-style-type: none"> <li>review an interactive multimedia product against a specific brief</li> <li>Identify areas for improvement and further development of an interactive multimedia product.</li> </ul>
<b>Autumn T2</b>	<b>R097 – Interactive digital media (Skills building coursework).</b>		<ul style="list-style-type: none"> <li>review an interactive multimedia product against a specific brief</li> <li>Identify areas for improvement and further development of an interactive multimedia product.</li> </ul>
<b>Spring T1</b>	<b>R094 - Visual identity and graphics</b>	<p>Topic Area 1: Develop visual identity</p> <p>Topic Area 2: Plan digital graphics for products</p>	<p>Students learn about purpose, elements and design of visual identity.</p> <p>Students learn about graphic design and conventions, properties of digital graphics and use of assets, and techniques to plan visual identity and digital graphics.</p> <p>Students learn about tools and techniques of imaging editing software used to create digital graphics. Students also investigate technical skills to source, create and prepare assets for use within digital graphics, and techniques to save and export visual identity and digital graphics.</p> <p>Students complete the NEA formal assessment for submission in the June exam window.</p> <ul style="list-style-type: none"> <li>Interpret Client Brief</li> <li>Understand target audience</li> <li>Produce a work plan</li> <li>Plan navigation structure</li> </ul>

Spring T2	R094 - Visual identity and graphics		<ul style="list-style-type: none"> <li>● Produce a visualisation diagram.</li> <li>● Identify assets and resources</li> <li>● Create a test plan.</li> </ul>
		Topic Area 3: Creating a digital graphic Coursework	<ul style="list-style-type: none"> <li>● Source assets</li> <li>● Create and re-purpose assets</li> <li>● Store assets</li> <li>● Create an interactive multimedia structure</li> <li>● Save and interactive multimedia products</li> <li>● Export and interactive multimedia product.</li> </ul>
		LO4- Be able to review digital graphic product	<ul style="list-style-type: none"> <li>● Students complete the NEA formal assessment for submission in the June exam window.</li> </ul>
Summer T1	<b>R094 - Visual identity and graphics Submission</b>  <b>R093 – Creative iMedia in the media industry</b>	Topic Area 1: The media industry  Topic Area 2: Factors influencing product design	<ul style="list-style-type: none"> <li>● Students learn about media industry sectors and products alongside job roles in the media industry.</li> <li>● Students learn about purpose, client requirements, audience demographics, sources and types of data. Students also investigate media codes used to engage audiences.</li> </ul>
Summer T2	<b>R093 – Creative iMedia in the media industry and MOCK</b>	Topic Area 3: Pre-production planning  Topic Area 4: Distribution considerations	<ul style="list-style-type: none"> <li>● Students learn about work planning, documents that support planning and legal issues that affect media.</li> <li>● Students learn about distribution platforms, and the properties and file formats of media files.</li> </ul>



## Skills

The Cambridge Nationals in Creative iMedia will equip students with a range of creative media skills and provide opportunities to develop, in context, desirable, transferable skills such as research, planning, and review, working with others and communicating creative concepts effectively.

The skills developed throughout the course include:

- memory recall regarding information on the effective use of creative media;
- evaluating the purposes and uses of creative media;
- research, analytical and evaluative skills;
- analysing problems encountered in creative media;
- interpreting and presenting information to communication effectively;
- independent working;
- managing time efficiently;
- sourcing, selecting and storing appropriate assets effectively for a variety of contexts;
- identifying and applying a wide range of techniques to create work that is fit for purpose;
- being creative to complete work that involves selecting, using, and combining multiple applications to achieve challenging goals;
- digital literacy to be able to successfully find, evaluate, create and communicate information;
- ICT skills specifically using advanced tools and techniques of graphics and multimedia software.

This is a modular assessed course consisting of one written exam (external assessment) and two OCR-set assignments (internally assessed). The externally assessed unit must be taken as terminal assessment. This means that the exam for unit R093 must be taken at the end of the students' course of study.

There are three units:

**R093** – Creative iMedia in the media industry (externally assessed) – **80 UMS**

**R094** – Visual identity and graphics (internally assessed coursework – core) – **50 UMS**

**R097** – Interactive digital media (internally assessed coursework - optional) – **70 UMS**

Further details about the course can be found at: <https://ocr.org.uk/qualifications/cambridge-nationals/creative-imedia-level-1-2-i834/>

