iMedia Roadmap: Cambridge Nationals OCR J834 (Year 10 & Year 11)

Subject Aim: Cambridge National in Creative iMedia is a vocational GCSE equivalent course during which students sit one exam and complete two coursework projects. The final exam is worth 37% of the final grade. The course will be as practically based as possible. All the evidence we need for assignments etc. will be completed electronically and stored electronically. There will be theory involved in the examined element. Students have 5 hour long lessons per fortnight (over our 2-week timetable).

Contacts

Enterprise Department: Based in the Enterprise Office (the Portakabin in the quad next to the main hall, up the ramp, room 27). Student issues - please do not hesitate to ask for help (your teacher and/or at the Enterprise Office). We also run "drop-in" sessions (open to students for any help / questions etc.) in CR3 on Monday, Tuesday and Wednesday after school

Overview

The OCR Level 1/Level 2 Cambridge National in Creative iMedia is aimed at students aged 14-16 years and will develop knowledge, understanding and practical skills that would be used in the media industry. You may be interested in this if you want an engaging qualification where you will use your learning in practical, real-life situations. This will help you to develop independence and confidence in using skills that are relevant to the media industry. You will also develop learning and skills that can be used in other life and work situations. This qualification will complement other learning that you're completing for GCSEs or vocational qualifications at Key Stage 4 and help to prepare you for further study.

iMedia OCR Specification

[CLICK ME: OCR J834 Cambridge National in iMedia](#)

R093(Exam)
R094 & R097 (Coursework)

Key to units for this qualification:

M = Mandatory   Students must achieve this unit

E = External assessment   We set and mark the exam

N = NEA   You assess this and we moderate it

Unit no.	Unit title	Unit ref. no. (URN)	Guided learning hours (GLH)	How are they assessed?	Mandatory or optional
R093	Creative iMedia in the media industry	K/618/5870	48	E	M
R094	Visual identity and digital graphics	M/618/5871	30	NEA	M
R097	Interactive digital media	F/618/5874	42	NEA	O

	TOPICS (Year 10)	ASSESSMENT (Year 10 Mini Project)
TT until Summer Holidays	**Digital Image Editing Mini Project**: Students learn to create a complex digital Graphic using Photopea. Skills include layers, level and curves, layer masks. This practical task is designed to practice and learn the skills needed for the formal coursework. Students will be assessed in the style of a formal coursework with grades allocated for planning, creating and evaluating the final product.	Students will be assessed in the style of a formal coursework with marks allocated for planning, creating and evaluating the final product.

TOPICS (Year 10)	ASSESSMENT (Year 10 & Year 11)
R097: Interactive digital media products are found across the media industry, in games, websites and apps, learning and knowledge based systems, simulations and in commerce. At the heart of digital media products is a fusion of media rich content including text, images, sounds, video and animation. This content is combined with UX and UI design to create an immersive and engaging environment which can promote, educate, entertain, inform or influence. In this unit you will learn to design and create interactive digital media products for chosen platforms. You will learn to select, edit and repurpose multimedia content of different kinds and create the structure and interactive elements necessary for an effective user experience. Completing this unit will provide you with the basic skills for further study or a range of creative and technical job roles within the media industry.	You are regularly assessed in two ways: 1). End of unit tests 2). Homework You will be marked using the Cambridge National Grading Scheme – For more info, see the Specification

(Autumn Term)

TOPICS (Year 10)	HOMEWORK (Year 10 & Year 11)
R097: Interactive digital media products are found across the media industry, in games, websites and apps, learning and knowledge based systems, simulations and in commerce. At the heart of digital media products is a fusion of media rich content including text, images, sounds, video and animation. This content is combined with UX and UI design to create an immersive and engaging environment which can promote, educate, entertain, inform or influence. In this unit you will learn to design and create interactive digital media products for chosen platforms. You will learn to select, edit and repurpose multimedia content of different kinds and create the structure and interactive elements necessary for an effective user experience. Completing this unit will provide you with the basic skills for further study or a range of creative and technical job roles within the media industry.	Homework will be set regularly usually in these categories: • Maintaining skills over the holidays • "Revision Homework" in preparation for each end of Unit Tests • R050 Exam Prep homework such as making "Flash Cards" and Doing Past Papers • Finishing VINs sections - work started in class to complete for homework • VINs checkpoints to ensure their quality / quantity • Watching Videos / Doing Research as: backup / background / "extras" to lessons • Practical IT tasks in preparation for the Coursework

(SPRING TERM)

TOPICS (Year 10)	ASSESSMENT REVISION (Year 10 & Year 11)
R097 (as above) + R094: Identity is a vital component of any business, product or brand. A visual identity communicates values and core principles to the consumer, user or customer. It makes a brand recognisable and helps sell a product or idea to a target audience. Logos, shapes, typography, colour theory and composition are all used to generate visual identities which work across different platforms and media, and user interface and experience are key considerations in the design process. In this unit you will learn how to develop visual identities for clients. You will also learn to apply the concepts of graphic design to create original digital graphics which incorporate your visual identity to engage a target audience. Completing this unit will introduce the foundations for further study or a wide range of job roles within the media industry	Full details of any assessment, how to revise for it and the revision materials available will be accessible from the Brightspace course homepage
	ENRICHMENT (Year 10 & Year 11)
	There will always be opportunities to go "further than the course" and these will be accessible from the Brightspace course homepage

(SUMMER TERM)

Where next from Year 10 iMedia?

The course continues into Year 11, where you will take your R093 written exam in June.

TOPICS (Year 11)

R094 and R093 (See below): Identity is a vital component of any business, product or brand. A visual identity communicates values and core principles to the consumer, user or customer. It makes a brand recognisable and helps sell a product or idea to a target audience. Logos, shapes, typography, colour theory and composition are all used to generate visual identities which work across different platforms and media, and user interface and experience are key considerations in the design process.

In this unit you will learn how to develop visual identities for clients. You will also learn to apply the concepts of graphic design to create original digital graphics which incorporate your visual identity to engage a target audience. Completing this unit will introduce the foundations for further study or a wide range of job roles within the media industry

TOPICS (Year 11)

R093: The media industry is vast, covering both traditional and new media sectors and providing work for individual freelance creatives as well as large teams in design houses and multinational companies. Job roles frequently overlap multiple sectors, and products often need to be suitable for more than one kind of output. However, there are common aspects to all media products. Pre-production and planning are vital; saving clients time and money and enabling creatives and designers to charge appropriately for their services. Products also make use of similar media codes to convey meaning, create impact and engage audiences.

In this unit you will learn about the sectors, products and job roles that form the media industry. You will learn the legal and ethical issues considered and the processes used to plan and create digital media products. You will learn how media codes are used within the creation of media products to convey meaning, create impact and engage audiences. You will learn to choose the most appropriate format and properties for different media products. Completing this unit will provide you with the basic skills for further study or a range of creative job roles within the media industry.

TOPICS (Year 11)

Take R093 Exam

AUTUMN TERM

SPRING TERM

SUMMER TERM

Where next from Year 11 iMedia?

At WBS 6th form we offer the Cambridge Technical L3 (Extended Certificate) in IT (Exact A Level equivalent) which is a natural successor to this course. See: The L3 IT Summary Brochure for more details