ICT – Creative iMedia

COURSE DETAILS

Qualification: OCR Level 1/2 Cambridge National Certificate in Creative iMedia
Website: https://www.ocr.org.uk/qualifications/cambridge-nationals/creative-imedia-level-1-2-award-certificate-j807-j817/

THE COURSE
ICT - Creative iMedia is a very engaging and practical way of learning and using ICT. You will become equipped with a range of creative media skills and be given opportunities to develop, desirable and transferable skills such as research, planning, and evaluation, working with others and communicating creative concepts effectively. You will also be able to work on many creative projects as we offer the following pathways:

- Graphic Design and Photography
- Digital Animation, Video Production and Sound Editing
- Website and Interactive Media Production

ASSESSMENT DETAILS
The course is made up of four units, two of which are compulsory, and the other two will be made up of optional units listed below:

Compulsory
R081: Pre-production skills – Written Exam
This unit will enable students to understand pre-production skills used in the creative and digital media sector. It will develop their understanding of the client brief, time frames, deadlines and preparation techniques that form part of the planning and creation process. Planning is an essential part of working in the creative and digital media sector. This unit will enable learners to acquire the underpinning knowledge and skills needed to create digital media products and gain an understanding of their application.

R082: Creating digital graphics – Non-Exam Assessment
Here students will develop a good understanding of the Digital production process looking at Analysis, Planning, Production and Evaluation. The students will be taught theory related to the use of digital graphics and their varying audiences. They will be able to develop production skills including graphic design and photography, before then undertaking a 10 hour Non-Exam Assessment which gives them the opportunity to demonstrate the knowledge and skills they have developed. This same format would also apply when studying a further two units from the list below.

Optional
R084: Storytelling with a comic strip   R085: Creating a multipage website
R086: Creating a digital animation   R087: Creating interactive multimedia products
R088: Creating a digital sound sequence*   R089: Creating a digital video sequence*
R090: Digital Photography   R091: Designing a game concept

* Students cannot study both of these optional units.

Due to how important digital technologies are in everyday life, ICT opens the door to many exciting opportunities. This course provides an excellent starting point for those interested in careers focused

around multimedia design and creative use of ICT. Through this course you will be prepared for careers such as graphic design, web design, animation, film making, advertising, TV production, digital product design and many more.

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