

Creative iMedia IT OCR

Digital media is a key part of many areas of our everyday lives and vital to the UK economy.

The production of digital media products is a requirement of almost every business, so there is huge demand for a skilled and digitally literate workforce.

This qualification will help students develop specific and transferable knowledge and skills such as digital image editing, digital design, project planning, a knowledge of hardware and software, communicating creative concepts and much more. The hands-on approach to this qualification has strong relevance to the way young people use the technology required in the creative media industry.

The mandatory units of 'Creative iMedia in the media industry' and 'visual identity and digital design' underpin the qualification and reflect key industry skills.

The Creative iMedia in the media industry unit is assessed through an examination and contributes approximately 40% of the marks for qualification.

OCR Creative iMedia level 2

Students must complete two mandatory units:

R093 Creative iMedia in the media Industry
(1hr30 Exam)

R094 Visual identity and digital graphics
(Practical coursework, inc digital editing)

Students then complete one other unit of coursework from the table opposite. Currently we offer:

R087 Interactive digital media



Creative iMedia	R093	Creative iMedia in the media industry	M	Written exam	1 hour 30 minutes	40%
	R094	Visual identity and digital graphics	M	Set assignment	10-12 hours	25%
	R095	Characters and comics	O	Set assignment	12-15 hours	35%
	R096	Animation with audio	O	Set assignment	12-15 hours	35%
	R097	Interactive digital media	O	Set assignment	12-15 hours	35%
	R098	Visual imaging	O	Set assignment	12-15 hours	35%
	R099	Digital games	O	Set assignment	12-15 hours	35%

This subject is the equivalent of a GCSE and also links to the Cambridge Technicals at advanced years, which is offered in our sixth form, if students wish to follow a digital and IT related route.

Which subjects will complement this course?

- OCR Level 1/Level 2 Cambridge National in IT
- OCR Level 1/Level 2 Cambridge National in Enterprise and Marketing
- GCSE Art and Design
- GCSE Computer Science
- GCSE Media Studies
- GCSE Business Studies

ocr.org.uk/cambridgenationals

