

**Exam Board:** OCR  
**Qualification:** Cambridge Nationals Level 1/2  
**Assessment Information:** 1 exam (1h30m) and three pieces of coursework  
[Link to official specification](#)

**Department Information:**  
*The English and Media Department aims to provide a stimulating, dynamic and academically rigorous experience for all our students. To this end, we are dedicated to leading innovation within English and Media teaching and to forging strong links with other departments.*

**ACHIEVE in the curriculum:**  
*In Creative iMedia, we encourage our learners to strive for excellence both practically and academically. We encourage collaboration in practical work. Students will have to exhibit versatility as there is a broad range of content they must be familiar with to achieve.*

**Curriculum Aims & Intent:**  
*The Creative iMedia course intends to give students a foundational understanding of Media industries and institutions as well as to develop skills in Media literacy and analysis.*

**Resources:**  
[Cambridge Nationals Creative iMedia Student 2 Year Digital book](#)  
[FPcloud Creative iMedia Resources](#)

**How we keep parents informed:**  
*Year 10 - Progress reports are published 4 times per year, in October, November, March and July, with a face-to-face parents' evening in March.*

**How parents can help their child:**  
*Parents can help their children by offering exposure to media products such as films, TV, radio, newspapers etc. Parents can also aid in the production of coursework both in being on hand for practical assistance and also feedback on media created.*

What we study and when:					
Term	Unit, Topic Or Summary Of Work Covered	Knowledge, Understanding & Skills Developed	ACHIEVE / Personal Development Focus	How The Work Is Assessed	Careers Links
1 2	R093 Creative iMedia in the media industry	In this unit you will learn about the media industry, digital media products, how they are planned, and the media codes which are used to convey meaning, create impact and engage audiences. Topics include: R093: Media industry sectors and products (TA1) R093: How style, content and layout are linked to the purpose. Client requirements and how they are defined	Ambition Versatility	PPE at the end of term 2	Understanding of different jobs in Media industries.

		(TA2) R093: Audience demographics and segmentation (TA2) R093: Media codes used to convey R093: Work planning and documents used to support ideas generation (TA3) R093: Documents used to design/plan media products (TA3)			
<b>3</b> <b>4</b>	R094 Visual identity and digital graphics	In this unit you will learn to how to develop visual identities for clients and use the concepts of graphic design to create original digital graphics to engage target audiences. R094: Purpose, features, elements and design of visual identity R094: Techniques to plan visual identity and digital graphics R094: Tools and techniques to create visual identity and digital graphics R094: Technical skills to source, create and prepare assets for use within digital graphics R094: Techniques to save and export visual identity and digital graphics (with integrated R093 TA4 distribution considerations and file formats)	Collaboration Versatility	Coursework	Experience with practical media planning and production
<b>5</b>	R094 Visual identity and digital graphics	Focus on finalising R094 coursework ahead of moderation.	Excellence Integrity	Coursework	
<b>6</b>	R097 Interactive digital media	In this unit you will learn how to plan, create and review interactive digital media products. Topics include: <ul style="list-style-type: none"> <li>• Plan interactive digital media</li> <li>• Create interactive digital media</li> <li>• Review interactive digital media.</li> </ul> R097: Formats and hardware R097: Interactive digital media content R097: Features of interactivity in digital media design	Ambition Integrity Versatility	Coursework	Exposure to careers in Media industries  Experience with formats and hardware of the industry