

Award/Certificate Creative iMedia L1/2

Subject Title	Creative iMedia Level1/Level 2
Exam board	OCR
Specification code	<p>Unit R093(mandatory): Creative iMedia in the media industry > <i>Written paper, OCR set and marked</i></p> <p>Unit R094(mandatory): Visual identity and digital graphics > <i>Centre-assessed, OCR moderated</i></p> <p>Unit R097: Interactive digital media > <i>Centre-assessed, OCR moderated</i></p>
Entry Level	All sit the same paper
Exam details	R093 Paper: 1 hour 30 minutes – 70 marks
Setting arrangements	n/a
Time allowed	5 lessons per fortnight in Y10, 5 in Y11
Textbooks and revision guides	<p>Endorsed Cambridge National Level 1/2 Creative iMedia textbooks.</p> <p>https://www.amazon.co.uk/Cambridge-National-Level-Creative-iMedia/dp/1398350567/ref=sr_1_fkmr2_1?crd=3C3WGNXL4HWU3&keywords=ocr+imedia+r093&qid=1674215125&srefix=ocr+imedia+r093%2Caps%2C65&sr=8-1-fkmr2</p> <p>ISBN-10 : 1398350567 ISBN-13 : 978-1398350564</p>
Homework information	<p>40-60 minutes per week</p> <p>Content revision, practice exam questions, independent research, revision resource creation, online quizzes</p>

Term	Topics	Skills	Assessment
Y10 1+2	<p>R093(mandatory): Creative iMedia in the media industry</p> <p>Unit R094(mandatory): Visual identity and digital graphics</p>	<p>T1:</p> <ul style="list-style-type: none"> - 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 (TA2) - R093: Audience demographics and segmentation (TA2) - R093: Media codes used to convey meaning, create impact and/or engage audiences (TA2) <p>T2:</p> <ul style="list-style-type: none"> - R093: Work planning and documents used to support ideas generation (TA3) - R093: Documents used to design/plan media products (TA3) - R094: Purpose, features, elements and design of visual identity - R094: Graphic design concepts and conventions - R094: Properties of digital graphics and use of assets 	<p>R093 – through practice questions</p> <p>R094 – through coursework</p>
3+4	<p>Unit R094(mandatory): Visual identity and digital graphics</p>	<p>T3:</p> <ul style="list-style-type: none"> - 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 <p>T4:</p> <ul style="list-style-type: none"> - R094: Techniques to save and export visual identity and digital graphics (with integrated R093 TA4 distribution considerations and file formats) - R094: NEA Assessment (working on) 	<p>R094 – through coursework</p>
5+6	<p>Unit R094(mandatory): Visual identity and digital graphics</p> <p>Unit R097: Interactive digital media</p>	<p>T5:</p> <ul style="list-style-type: none"> - R094: NEA Assessment (Working on and submit for moderation) - R097 (or alternative optional unit): TA1 Introduction (with R093 key content embedded) <p>T6:</p>	<p>R097 – through coursework</p> <p>R097 – through coursework</p>

		<ul style="list-style-type: none"> – R097: Types of interactive digital media, content and associated hardware – R097: Resources required to create interactive digital media products – R097: Features and conventions of interactive digital media 	
Y11 1	<p>R093(mandatory): Creative iMedia in the media industry</p> <p>Unit R097: Interactive digital media</p>	<ul style="list-style-type: none"> – R093: Audience demographics and segmentation – R093: Sources of research and types of research data – R093: Media codes used to convey meaning, create impact and/or engage audiences – R097: Features and conventions of interactive digital media 	
2	<p>R093(mandatory): Creative iMedia in the media industry</p> <p>Unit R097: Interactive digital media</p>	<ul style="list-style-type: none"> – R093: Work planning documents used to support ideas generation – R093: Documents used to design and plan media products – R097: Resources required to create interactive digital media products – R097: Pre-production and planning documentation and techniques for interactive digital media 	
3	<p>R093(mandatory): Creative iMedia in the media industry</p> <p>Unit R094(mandatory): Visual identity and digital graphics</p> <p>Unit R097: Interactive digital media</p>	<ul style="list-style-type: none"> – R094: NEA Assessment (Working on and submit for resit moderation) – R093: The legal issues that affect media – R093:(Examination where possible early entry) – R097: Technical skills to create and/or edit and manage assets for use within interactive digital media products 	
4	<p>R093(mandatory): Creative iMedia in the media industry</p> <p>Unit R097: Interactive digital media</p>	<ul style="list-style-type: none"> – R097: Technical skills to create interactive digital media – R097: Techniques to save and export/publish interactive digital media – R097: Techniques to test/check and review interactive digital media – R093: Distribution platforms and media to reach audiences 	

5	R093(mandatory): Creative iMedia in the media industry Unit R097: Interactive digital media	<ul style="list-style-type: none"> – R093: Properties and formats of media files – R097: Improvements and further developments – R097: NEA Assessment (working on) 	
6	R093(mandatory): Creative iMedia in the media industry Unit R097: Interactive digital media	<ul style="list-style-type: none"> – R097: NEA Assessment (Working on and submit for moderation) – R093: Examination (Final Opportunity) 	
Links to websites and revision materials:		<p>Revision materials on websites not available yet as this is a NEW spec.</p> <p>Book has been suggested above.</p> <p>Other book suggestions</p> <p>https://www.amazon.co.uk/Cambridge-National-Creative-Student-Digital/dp/1009110357/ref=sr_1_fkmr2_2?crd=3C3WGNXL4HWU3&keywords=ocr+imedia+r093&qid=1674218360&sprefix=ocr+imedia+r093%2Caps%2C65&sr=8-2-fkmr2</p> <p>and</p> <p>https://www.amazon.co.uk/OCR-Creative-iMedia-Levels-Illustrated/dp/1910523275/ref=sr_1_1?crd=3C3WGNXL4HWU3&keywords=ocr+imedia+r093&qid=1674218360&sprefix=ocr+imedia+r093%2Caps%2C65&sr=8-1</p>	