



Department	DIGITAL STUDIES (CREATIVE iMEDIA)	
Key Stage	KS4	
Course Level	CAMBRIDGE NATIONAL LEVEL 1/2	
Exam Board	OCR	


Unit Title	Why This Is Important and Why Is It Taught at This Point?
R093: Creative iMedia in the media industry	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. We will look at a range of topics from job roles in the media sector. There are common aspects to all media products and students will look at various areas in pre-production, production and post-production of a range of media products. Completing this unit will provide students with the basic skills for further study or a range of creative job roles within the media industry.

Dates Delivered	Unit Title	End Points	Substantive Knowledge What will they learn about in this topic?	Disciplinary Knowledge What subject concepts will be developed through this topic?	Assessment Method	Key Course Guides & Reading
Year 9 Autumn 1 to Summer 2 Year 11 Spring 2 to Summer	R093	<p>Develop knowledge and understanding of the media industry</p> <p>Understand how digital products can be produced to inform, entertain, advertise, educate, and promote to customers and clients.</p> <p>Develop an awareness or market make ups, how customers can be identified and promoted to in the most efficient terms.</p> <p>Understand the legal considerations to protect individuals, how to produce planning documents to create media products to ensure client briefs are met and adhered to.</p> <p>Understand how files can be stored, compressed, and shared between organisations and customers in the most efficient or effective means.</p>	<p>The media industry</p> <p>Factors influencing product design</p> <p>Pre-production planning</p> <p>Audience demographics and segmentation</p>	<p>The reasons for, and benefits of, conducting research.</p> <p>The advantages and disadvantages of primary and secondary research and data.</p> <p>How research is carried out using different methods and/or sources.</p> <p>The advantages and disadvantages of each primary research method and secondary research source.</p> <p>The differences between qualitative and quantitative data/information.</p>	<p>Mandatory</p> <p>1 hour 30 minute written examination</p> <p>70 marks (80 UMS)</p> <p>OCR set and marked</p> <p>Calculators are not required in this exam</p>	<p>Textbooks and learning resources from leading publishers. For more information about all the published support for the Cambridge Nationals that has been endorsed by OCR please go to the Cambridge-nationals website</p>

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R094: Visual identity and digital graphics	<p>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.</p> <p>In this unit students will learn how to develop visual identities for clients and use the concepts of graphic design to create original digital graphics to engage target audiences.</p>

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Year 10 Autumn 1 to Summer 1	R094	<p>Design concept for a visual identity fully suitable for the client.</p> <p>Understanding of the extent to which visual identity is fit for purpose.</p> <p>Produce detailed planning documentation for digital graphic product.</p> <p>Use of tools and technical skills to prepare and create visual identity</p>	<p>How to develop visual identity.</p> <p>How to plan digital graphics for products.</p> <p>How to create visual identity and digital graphics.</p>	<p>Purpose, elements and design of visual identity.</p> <p>Graphic design and conventions.</p> <p>Properties of digital graphics and use of assets.</p> <p>Techniques to plan visual identity and digital graphics.</p> <p>Tools and techniques of imaging editing software used to create digital graphics.</p> <p>Technical skills to source, create and prepare assets for use within digital graphics.</p> <p>Techniques to save and export visual identity and digital graphics.</p>	<p>Mandatory</p> <p>OCR-set assignment</p> <p>50 marks (50 UMS)</p> <p>Centre-assessed and OCR moderated</p>	<p>Textbooks and learning resources from leading publishers. For more information about all the published support for the Cambridge Nationals that has been endorsed by OCR please go to the Cambridge-nationals website</p>

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R097: Interactive digital media	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. In this unit students will learn to design and create interactive digital media products for chosen platforms.

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Year 10 Summer 2 Year 11 Autumn 1 to Spring 1	R097	<p>Develop learning and practical skills that can be applied to real-life contexts and work situations.</p> <p>Think creatively, innovatively, analytically, logically and critically.</p> <p>Develop independence and confidence in using skills that would be relevant to the media industry and more widely.</p> <p>Design, plan, create and review digital media products which are fit for purpose meeting both client and target audience requirements.</p>	<p>Produces an effective interpretation of the client brief.</p> <p>How to create interactive digital media.</p> <p>How to review interactive digital media.</p>	<p>Types of interactive digital media, content and associated hardware</p> <p>Features and conventions of interactive digital media</p> <p>Resources required to create interactive digital media products</p> <p>Pre-production and planning documentation and techniques for interactive digital media</p> <p>Technical skills to create and/or edit and manage assets for use within interactive digital media products</p> <p>Technical skills to create interactive digital media</p> <p>Techniques to save and export/publish interactive digital media</p> <p>Techniques to test/check and review interactive digital media</p> <p>Improvements and further developments</p>	<p>OCR-set assignment</p> <p>70 marks (70 UMS)</p> <p>Centre-assessed and OCR moderated</p>	<p>Textbooks and learning resources from leading publishers. For more information about all the published support for the Cambridge Nationals that has been endorsed by OCR please go to the Cambridge-nationals website</p>