OCR Level 1/2 Cambridge National Certificate in Creative iMedia (600/7043/2)

Who is this qualification for?

This qualification is for students aged 14–16 who can think creatively and innovatively to produce Creative iMedia products.

What will the student study as part of this qualification?

All students will study two, mandatory, topics. The first topic will focus on developing the students' understanding of preproduction skills that are used in the creative and digital media sector. Meeting the needs of the client, planning and creating preproduction documentation and reviewing output, will all feature heavily in this first topic.

The second topic of study will build on the first, enabling students to demonstrate preproduction skills and techniques as they plan and create new digital graphics to meet a specific client brief. Knowledge and understanding will be reinforced and enhanced as students create their own unique digital graphic solution.

In addition, students will have a choice of two optional topics to study from the following areas:
- creating 2D and 3D digital characters and storytelling with a comic strip
- multipage website creation, digital animation and interactive multimedia product creation
- creating a digital sound and video sequence
- digital photography
- designing and developing digital game concepts.

Whichever topic is chosen, students will need to refine and develop their preproduction skills to meet the needs of particular client briefs, ensuring their output is fit for purpose.

What knowledge and skills will the student develop as part of this qualification and how might these be of use and value in further studies?

In the first two topics students will develop their knowledge of the main preproduction skills and techniques that are integral to the planning and creation process when developing digital solutions. The type of knowledge and practical skills that the student will develop includes knowing how and when to use different types of preproduction techniques to generate different types of digital products such as video footage, voiceovers, comic strips and computer games. This should enable students to plan and create preproduction documents that are typically used in the workplace and initiate innovative use of technology. The set of underpinning knowledge, understanding and skills they develop through this qualification will help them to complete their other topics where they are required to identify a client need, plan an approach to meet this need, design a creative and digital media solution and evaluate its fitness for purpose.

Depending on the options chosen, a student will develop a range of skills in the use of digital packages. This will enable them to express their own creativity when designing a creative and digital media solution – for example creating a video trailer to advertise a forthcoming movie.

Students who choose to study topics such as 3D digital characters, storytelling, animation, multimedia products and games, will learn the skills and techniques needed to:

- create innovative solutions such as digital characters, comic strips, websites and/or apps
- identify success criteria
- develop site navigation
- plan and test creative designs.

Students will also be made awre of the legal requirements associated with what they are doing.

Students who choose to study topics such as sound, video sequence and digital photography, will gain skills that will enable them to:
- create gaming and multimedia components
- hold professional photography sessions such as wedding or other special family events
- use a range of different camera, lighting, movement and sound techniques to create a digital media solution.

In taking the gaming topic, students will develop knowledge and skills that will enable them to:
- design and create a digital game
- use techniques to identify the game genre, platform, objectives, structure, characters, visual style, sound, scoring system and downloadable content,
- design and develop the game concept
- review the product created.

The hands-on approach of this qualification has strong relevance to the way young people use the technology required in creative media in today's society. In addition to developing creative media digital skills and knowledge, students will acquire a number of essential transferable skills such as planning, research and analysis, working with other people and communicating creative concepts effectively; all of which are relevant to work or going on to further study.

Which subjects will complement this course?

The Cambridge National Certificate in Creative iMedia is equivalent in size to a GCSE and will take 120 guided learning hours (GLH) to deliver.

The qualification is complemented by a wide range of GCSEs including Computer Science, Business, Economics, Maths and English. The qualification is designed with both creative and practical elements which complement creative subjects such as Art and Design where digital imagery is also a popular area. There is also synergy with practical subjects such as information technology and computing where key elements such as the use of program coding, website design and legislative requirements are common themes.

This qualification is part of a larger suite of Level 1/2 Cambridge Nationals in Media. The suite consists of this Certificate and an Award.

The Award is 60 GLH, which is only half of the time it takes to deliver a GCSE and made up of only two topics. The two topics are the same as those required for the Certificate, which are *Pre-production skills* and *Creating digital graphics*. These two topics will give a student the foundation for the planning and development of a range of media products and the exposure to developing digital graphics for use in those media products.

Schools and Colleges should note that the Certificate-sized qualification is the only qualification in this suite that is eligible for inclusion in Performance Tables.