

It's easy to join us

Moving to Cambridge National in Creative iMedia J834 from Pearson BTEC Level 1/Level 2 Tech Award in Creative Media Production

Are you currently teaching Pearson BTEC Level 1/Level 2 Tech Award in Creative Media Production?

This short guide will take a look at our Cambridge National in Creative iMedia, show you how it compares to the BTEC and how you can easily move to teaching our specification.

Developed with the support of teachers our Cambridge National in Creative iMedia has a number of key benefits for teachers and students.

The assessment consists of one mandatory externally examined unit, one mandatory internally assessed and externally moderated unit, and one further unit of study taken from a suite of five vocationally aligned specialist units, which is internally assessed and externally moderated.

Your students will build:

- a **deep understanding** of design codes and conventions which can be appropriately applied when producing creative media products
- **technical skills** which can be used to design, plan and create digital media products that are appropriate for a defined target audience and meet client expectations.

Our specification offers:

- a simple and intuitive assessment model, consisting of an externally assessed unit, a mandatory non examined assessment unit (NEA) and one NEA unit from a choice of five optional units
- a specification developed **with teachers specifically for teachers**. The specification lays out the subject content clearly
- a **flexible support package** formed after listening to teachers' needs. The support package will help teachers to easily understand the requirements of the qualification and how it is assessed
- a team of **OCR Subject Advisors** who support teachers directly and manage the qualification nationally
- **easy progression** - the specification has been designed to progress to Level 2 and Level 3 vocational qualifications including Cambridge Technicals in Digital Media and Information Technology, A-Levels, T-Levels or apprenticeships

About our Cambridge Nationals suite

We believe in developing specifications that help you bring the subject to life and inspire your students to achieve more.

We've created teacher-friendly specifications based on extensive research and engagement with the teaching community. They're designed to be straightforward and accessible so that you can tailor the delivery of the course to suit your needs.

You may be interested in this qualification if you want an engaging qualification where your students will use their learning in practical, real-life situations.

We offer a range of support services to help you at every stage, from preparation to delivery:

- **textbooks and teaching and learning resources from leading publishers.** For details of all the published resources that we endorse, check the [Cambridge Nationals page](#) on our website
- **free OCR resources** to help you plan your teaching and get your students **ready for assessment**
- an extensive **range of free professional development courses** covering everything from getting started to hands-on assessment practice. There are also regular Q&A opportunities with moderators and examiners. To find out more, visit our [professional development page](#)
- [Active Results](#): our **free results analysis service** to help you review the performance of individual students or whole school
- [ExamBuilder](#): our **free question-building platform** that helps you to build your own tests using past OCR exam questions
- **expert Subject Advisors** who are part of their subject communities and here to support you with advice, updates on resources, and information about training opportunities.

**Building
a future
for *all*
your
students**

At a glance specification comparison

	Cambridge National in Creative iMedia	BTEC Firsts Information and Creative Technology (2012)
Structure	There are seven units of assessment. Students must complete both mandatory units of assessment, R093 and R094, and one optional unit, R095 to R099 to achieve the qualification.	There are three components. Students must complete all three mandatory units of assessment to achieve the qualification.
Grading	All results are awarded on the following scale: Level 2 – Distinction* (*2), Distinction (D2), Merit (M2), Pass (P2). Level 1 – Distinction (D1), Merit (M1), Pass (P1) and Unclassified.	All results are awarded on the following scale: Level 2 – Distinction* (*2), Distinction (D2), Merit (M2), Pass (P2). Level 1 – Distinction (D1), Merit (M1), Pass (P1) and Unclassified.
Assessment	<p>R093 Mandatory exam of 1 hour 30 minutes duration.</p> <p>R094 Mandatory unit, internally marked and moderated by OCR. Approximately 10–12 hours.</p> <p>R095 to R099 One optional unit, internally marked and moderated by OCR. Approximately 12–15 hours.</p>	<p>Component 3 Create a Media Product in Response to a Brief Mandatory external synoptic assessment- set task taken under supervised conditions 10 hours duration</p> <p>Component 1 – Exploring Media Products Mandatory component, internally marked and moderated by Pearson Approximately 10 hours</p> <p>Component 2 – Developing Digital Media Production Skills Mandatory component, internally marked and moderated by Pearson Approximately 10 hours</p>
Administration	<p>Internal standardisation with external moderation available in two assessment windows: January and June.</p> <p>Familiar administration for exam officers.</p> <p>OCR-set assignments for non-examined assessed (NEA) units are live for one year. Candidates have one resubmission opportunity. Resubmission of the same work must be in a series that falls in the live assessment dates for the OCR-set assignment on which the work is based. All re-submissions must be based on the assignment that is live for the submission series.</p> <p>This is covered in section 6.4.4 of the specification (page 120).</p>	<p>Internal standardisation with external moderation available in two assessment windows: January and June</p> <p>Pearson-set assignment for non-examined assessed (NEA) components are live for one series</p> <p>Learners have one resubmission opportunity in a later assessment series using the new Pearson-set assignment</p> <p>This is covered in section 2 of Pearson’s specification (page 3)</p>

Comparing assessment models

Cambridge National in Creative iMedia	BTEC Firsts Information and Creative Technology (2012)
<p>Unit R093: Creative iMedia in industry K/618/5870 48 GLH 70 marks OCR-set and marked 1 hour 30 minutes written examination</p>	<p>Component 3 Create a Media Product in Response to a Brief 48 GLH 60 marks Pearson-set task and marked 10 hours set task taken under supervised conditions</p> <p>Component 1 – Exploring Media Products 36 GLH 60 marks Pearson-set task – changes each series and published September for January series and January for June series.</p> <p>Centre assessed and Pearson moderated</p>
<p>Unit R094: Visual identity and digital graphics M/618/5871 30 GLH 50 marks OCR-set assignment - changes annually and published in June each year. Centre-assessed and OCR moderated</p>	<p>Component 2 – Developing Digital Media Production Skills 36 GLH 60 marks Pearson-set task – changes each series and published September for January series and January for June series.</p> <p>Centre assessed and Pearson moderated</p>
<p>Unit R095: Characters and comics T/618/5872 42 GLH 70 marks OCR-set assignment - changes annually and published in June each year. Centre-assessed and OCR moderated</p>	
<p>Unit R096: Animation with audio A/618/5873 42 GLH 70 marks OCR-set assignment - changes annually and published in June each year. Centre-assessed and OCR moderated</p>	

<p>Unit R097: Interactive digital media F/618/5874 42 GLH 70 marks OCR-set assignment- changes annually and published in June each year. Centre-assessed and OCR moderated</p>	
<p>Unit R098 Visual imaging J/618/5875 42 GLH 70 marks OCR-set assignment - changes annually and published in June each year. Centre-assessed and OCR moderated</p>	
<p>Unit R099 Digital games L/618/5876 42 GLH 70 marks OCR-set assignment - changes annually and published in June each year. Centre-assessed and OCR moderated</p>	

Next steps

If you are an OCR-approved centre, all you need to do is download the specification and start teaching. Your exams officer can complete an intention to teach form which enables us to provide appropriate support. When you're ready to enter your students, you just need to speak to your exams officer.

Unit R093 is examined and there are two assessment series each year in January and June. Students must complete this assessment as a terminal assessment in the final assessment series before qualification certification.

Units R094 to R099 are centre-assessed and OCR-moderated. They may be submitted for assessment from the January series of 2023 onwards.

This specification has two series of assessment availability, each January and June, and does contain a terminal rule for the externally assessed unit. For full details please see section 7.1 and 7.2 of the specification.

1. Get to know the specification, sample assessment materials and teaching resources on the Cambridge National in Creative iMedia [web page](#).
2. Sign up to receive subject [updates by email](#).
3. Sign up to attend a [training event](#) or take part in a webinar on specific topics running throughout the year and our Q&A webinar sessions every half term.



Really like the practical assessments and that students learn a lot of transferable skills that they can put on their CVs.



And finally...

Detailed comparison of units

Cambridge National in Creative iMedia			BTEC Creative Media Production (2022)		
Unit R093 Creative iMedia in industry 70 marks 1 hour 30 minutes 48 GLH Written paper, OCR-set and marked			Core units		
			Component 1	Component 2	Component 3
Topic Area 1: The media industry	1.1	Media industry sectors and products			
	1.2	Job roles in the media industry			
Topic Area 2: Factors influencing product design	2.1	How style, content and layout are linked to the purpose	x		
	2.2	Client requirements and how they are defined			x
	2.3	Audience demographics and segmentation	x		x
	2.4	Sources of research and types of research data	x		
	2.5	Media codes used to convey meaning, create impact and/or engage audiences			x
Topic Area 3: Pre-production planning	3.1	Work planning			x
	3.2	Documents used to support ideas generation		x	
	3.3	Documents used to design and plan media products		x	
	3.4	The legal issues that affect media			x
Topic Area 4: Distribution considerations	4.1	Distribution platforms and media to reach audiences			x
	4.2	Properties and formats of media files			x

Cambridge National in Creative iMedia			BTEC Creative Media Production (2022)		
Unit R094 Visual identity and digital graphics 50 marks 30 GLH Centre-assessed and OCR moderated			Core units		
			Component 1	Component 2	Component 3
Topic Area 1: Develop visual identity	1.1	Purpose, elements and design of visual identity			
Topic Area 2: Plan digital graphics for products	2.1	Graphic design and conventions	x		
	2.2	Properties of digital graphics and use of assets		x	
	2.3	Techniques to plan visual identity and digital graphics			x
Topic Area 3: Create visual identity and digital graphics	3.1	Tools and techniques of imaging editing software used to create digital graphics		x	
	3.2	Technical skills to source, create and prepare assets for use within digital graphics		x	
	3.3	Techniques to save and export visual identity and digital graphics			x

Cambridge National in Creative iMedia

BTEC Creative Media Production (2022)

Unit R095 Characters and comics

70 marks

42 GLH

Centre-assessed and OCR moderated

Core units

Component 1

Component 2

Component 3

Topic Area 1: Plan characters and comics	1.1	Character features and conventions			
	1.2	Conventions of comics	x		
	1.3	Resources required to create characters and comics			
	1.4	Pre-production and planning documentation and techniques for characters and comics			x
Topic Area 2: Modelling design ideas	2.1	Techniques to obtain and create components for use within comics		x	
	2.2	Technical skills to create comics			
	2.3	Techniques to save and publish characters and comics			
Topic Area 3: Create visual identity and digital graphics	3.1	Techniques to check and review characters and comics		x	
	3.2	Improvements and further developments			x

Cambridge National in Creative iMedia			BTEC Creative Media Production (2022)		
Unit R096 Animation with audio 70 marks 42 GLH Centre-assessed and OCR moderated			Core units		
			Component 1	Component 2	Component 3
Topic Area 1: Plan animation with audio	1.1	Features and conventions of animation and audio	x		
	1.2	Resources required to create animation with audio			
	1.3	Pre-production and planning documentation and techniques for animation with audio			x
Topic Area 2: Create animation with audio	2.1	Techniques to obtain, create and manage assets		x	
	2.2	Techniques used to create animation with audio		x	
	2.3	Techniques to save and export animation with audio			x
Topic Area 3: Review animation with audio	3.1	Techniques to test/check and review animation with audio		x	
	3.2	Improvements and further developments			x

Cambridge National in Creative iMedia			BTEC Creative Media Production (2022)		
Unit R097 Interactive digital media 70 marks 42 GLH Centre-assessed and OCR moderated			Core units		
			Component 1	Component 2	Component 3
Topic Area 1: Plan interactive digital media	1.1	Types of interactive digital media, content and associated hardware	x		
	1.2	Features and conventions of interactive digital media	x		
	1.3	Resources required to create interactive digital media products			
	1.4	Pre-production and planning documentation and techniques for interactive digital media			x
Topic Area 2: Create interactive digital media	2.1	Technical skills to create and/or edit and manage assets for use within interactive digital media products		x	
	2.2	Technical skills to create interactive digital media		x	
	2.3	Techniques to save and export/publish interactive digital media			x
Topic Area 3: Review interactive digital media	3.1	Techniques to test/check and review interactive digital media		x	
	3.2	Improvements and further developments			x

Cambridge National in Creative iMedia			BTEC Creative Media Production (2022)		
Unit R098 Visual imaging 70 marks 42 GLH Centre-assessed and OCR moderated			Core units		
			Component 1	Component 2	Component 3
Topic Area 1: Plan visual imaging portfolios	1.1	Features and conventions of photographic images and videos	x		
	1.2	Content used in visual imaging portfolios			
	1.3	Resources required to create visual imaging products			
	1.4	Pre-production and planning documentation and techniques for photoshoots and video recordings			x
Topic Area 2: Create visual imaging portfolios	2.1	Techniques and tools to take photographs	x		
	2.2	Techniques for processing photographic images	x		
	2.3	Techniques and tools to record video footage		x	
	2.4	Techniques and tools for editing video footage		x	
	2.5	Techniques to save and publish/export portfolios of photographs and video sequences			x
Topic Area 3: Review visual imaging portfolios	3.1	Techniques used to check and review visual imaging portfolios			
	3.2	Improvements and further developments			x

Cambridge National in Creative iMedia			BTEC Creative Media Production (2022)		
Unit R099 Digital games 70 marks 42 GLH Centre-assessed and OCR moderated			Core units		
			Component 1	Component 2	Component 3
Topic Area 1: Plan digital games	1.1	Types, characteristics and conventions of digital games	x		
	1.2	Resources required to create digital games			
	1.3	Pre-production and planning documentation and techniques for digital games		x	
Topic Area 2: Create digital games	2.1	Techniques to explain game concepts		x	
	2.2	Technical skills to create and/or edit and manage assets for use within digital games		x	
	2.3	Technical skills to create digital games		x	
	2.4	Techniques to save and export digital games			x
Topic Area 3: Review digital games	3.1	Techniques to test/check and review digital games			
	3.2	Improvements and further developments			x

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