

# OCR Cambridge National in Creative iMedia (Computing) Level 1 or Level 2

## The course is made up as follows:

One External Assessment worth 40% of overall grade (90-minute examination)

Two Internal Assessments worth 30% each of overall grade.



## Course description

Creative iMedia equips students with the wide range of knowledge and skills needed to work in the creative digital media sector. The course begins covering the media industry and product design, before moving onto pre-production, and developing their skills through practical assignments as they create final multimedia products. As well as the examination, the qualification will assess the application of creative media skills through their practical use. They will provide learners with essential knowledge, transferable skills and tools to improve their learning in other subjects.

The qualifications will encourage independence, creativity and awareness of the digital media sector.

- Develop writing skills to reflect thoughts and ideas.
- Deepen understanding of creative ideas through thorough research.
- Develop their understanding of the client brief, time frames, deadlines and preparation techniques that form part of the planning and creation process.
- Learn where and why digital graphics are used and what techniques are involved in their creation.
- Understand the basics of creating interactive digital media.