



# Cambridge National Creative iMedia Level 1/2



## Who is this Creative iMedia Level 1/2 qualification for?

The Cambridge Nationals in Creative iMedia will equip learners with a range of creative media skills and provide opportunities to develop, in context, desirable, transferable skills such as research, planning, and review, working with others and communicating creative concepts effectively. Through the use of these skills, learners will ultimately be creating fit-for-purpose creative media products.

## What will students study and how will it be assessed?

The course is broken up into 3 components, each aiming to give learners experience of the

### **Unit R093: Creative iMedia in the media industry - 40%**

This is assessed by taking an exam. In this unit you will learn about the media industry, digital media products, how they are planned, and the media codes which are used to convey meaning, create impact and engage audiences.

Topics include: o The media industry o Factors influencing product design o Pre-production planning o Distribution considerations

### **Unit R094: Visual identity and digital graphics – 30%**

This is assessed by completing a set assignment. In this unit you will learn to how to develop visual identities for clients and use the concepts of graphic design to create original digital graphics to engage target audiences.

Topics include: o Develop visual identity o Plan digital graphics for products o Create visual identity and digital graphics.

### **Unit R097: Interactive digital media – 30%**

This is assessed by completing a set assignment. In this unit you will learn how to plan, create and review interactive digital media products.

Topics include: o Plan interactive digital media o Create interactive digital media o Review interactive digital media

## What can qualification lead to?

A Level Media Studies (Level 3)

Apprenticeship Media and Broadcast Assistant Pathway (Level 3)

Cambridge Technicals Information Technology and Digital Media (Level 3)

T Level Digital Production Design & Development or Media, Broadcast and Production (Level 3)

## Do you have any questions?

Speak to Mr Stevenson [l Stevenson@cityofderbyacademy.org](mailto:l Stevenson@cityofderbyacademy.org) for further information or visit the following link: <https://www.ocr.org.uk/qualifications/cambridge-nationals/creative-imedia-level-1-2-j834/>