

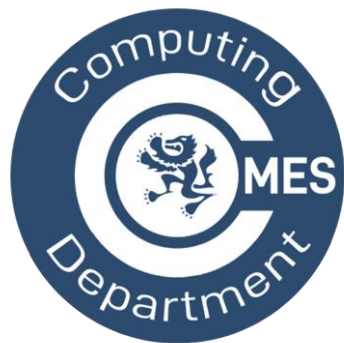


MAIDEN ERLEGH SCHOOL  
COMPUTING DEPARTMENT

# Key Stage 4 Options 2023

## CREATIVE iMEDIA

(New Specification)





# New Creative iMedia at a glance

- OCR New Creative iMedia Level 1 & 2 certificate.
- Bespoke course that focuses on media, advertising and creative arts.
- Learn to use a range of bespoke software to produce a range of end products that meets client needs.
- Produce assessed pieces of extended written projects to demonstrate understanding of knowledge and client needs.
- Involves doing background reading and research.
- Develop creative, arts and design skills.
- Learn about roles in the media industry and understand how Creative and Media Productions work in the related industries such as advertising, media codes and conventions.





# What is Creative iMedia about?

- Cambridge Nationals are vocational qualifications at Level 1 and 2 for students aged 14–16 who wish to develop applied knowledge and practical skills in creating digital creative arts and media products.
- This qualification will help students develop specific and transferable skills such as research, planning, analysis, reviewing, working with others and communicating creative, artistic concepts particularly if students wish to embark into the creative arts and media industry.
- The mandatory and optional units covered underpin the qualification and reflect key industry skills particularly in the creative and media industry. By taking this option students will be taking a Level 2 VCF course (not a BTEC) from OCR.





# What is covered?

Units covered : 2 mandatory units

: 1 optional unit (determined by the centre)

Grading: Level 2 - Pass/Merit/Distinction/Distinction\* (equivalent to 5-9)

: Level 1 - Pass/Merit/Distinction (equivalent to 1-4)

All assessed projects must be completed in school for authentication purposes.







# How is the course assessed?

Examining Board: OCR Cambridge Nationals

Assessment: One external written exam  
: Two projects

Grading: Level 2 - Pass/Merit/Distinction/Distinction\* (equivalent to 5-9)  
: Level 1 - Pass/Merit/Distinction (equivalent to 1-4)





# What is covered in the exam?

Below is the current breakdown of the course:

R093 Creative Media in the Industry (mandatory written exam)

R094 Visual Identity and Digital Graphics (mandatory assessed project)

R095 Optional project unit such as comic authoring and characters



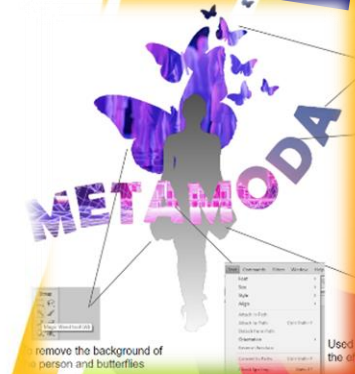
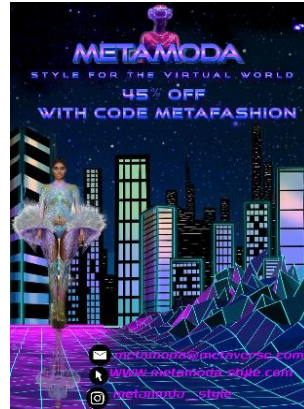
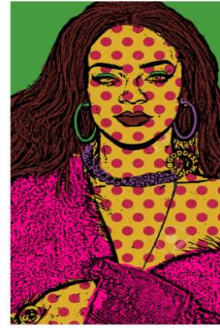
# Examples of work and topics



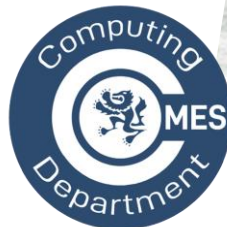
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Visual Identity



Creative Media



Digital Graphics







# Key assessments and topics

- Year 9:** Students will build their bespoke software technical skills and knowledge on visual identity and graphic design with some elements of theory on the media industry.
- Year 10:** Students will complete two controlled assessment projects (R094 and R095).
- Year 11:** Students will study theory unit (R093) and sit for their external theory exam in the summer.

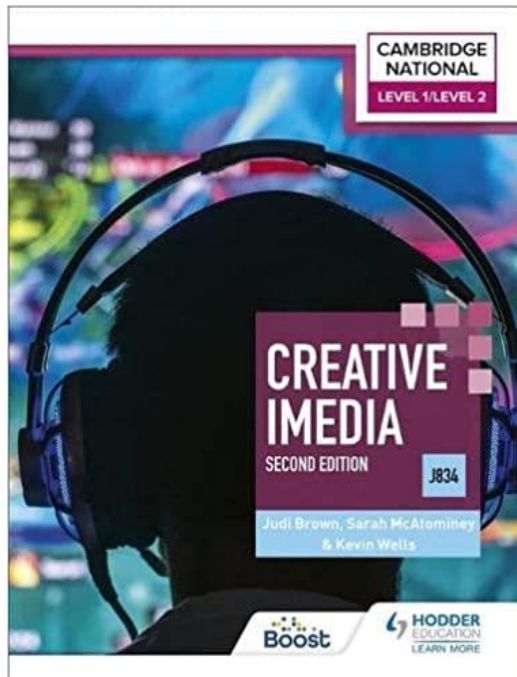




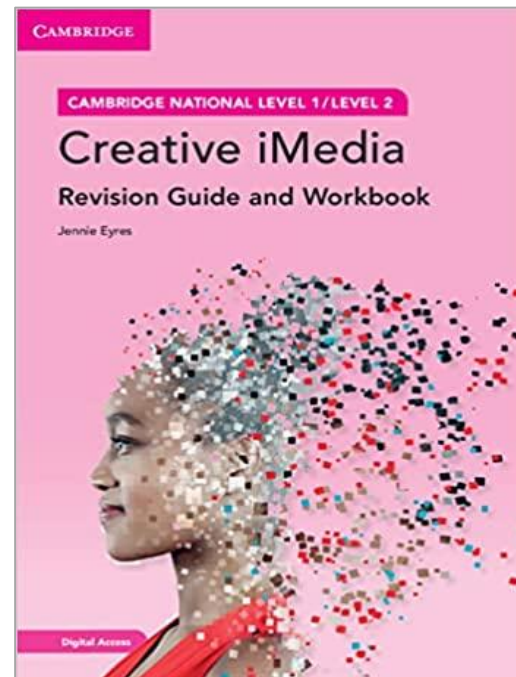


# Recommended Textbooks

The following are recommended textbook and resources endorsed by the ex



Cambridge National  
Level 1/Level 2 in  
Creative iMedia  
(J834): Second  
Edition Paperback –  
25 Mar. 2022  
by **Kevin  
Wells** (Author), **Sara  
h  
McAtominey** (Author  
) , **Judi  
Brown** (Author)



Cambridge National  
in Creative iMedia  
Revision Guide and  
Workbook with  
Digital Access (2  
Years) (Cambridge  
Nationals) Paperba  
ck – 30 Sept. 2022  
by **Jennie  
Eyres** (Author)



These textbook and resources can be purchased online from any good bookstore or Amazon



# What other subjects go well with Creative iMedia?

- Design and Technology
- Art
- Photography



## Making sensible choices

For Creative iMedia, students need to enjoy producing digital creative artistic media products and essay writing.

Students will sit one external written exam and

complete two assessment projects








# What careers can this course lead to?



**DIGITAL ANIMATOR**



Creative Animators create computer generated animations for advertising and entertainment purposes. You could work at Disney Pixar!

Average Pay = £33,000

**GRAPHIC DESIGNER**



Graphic Designers create digital designs such as logos, advertisements, magazines, packaging and websites. You could work for Pentagram!

Average Pay = £33,000


**GAMES DEVELOPER**



Games Developers design characters and backgrounds for video games, deciding how the game will look and work. You could work for EA Games!

Average Pay = £40,000

**WEB/APP DESIGNER**



Web and App Designers create visual designs for websites and mobile applications, deciding how they will look and work. You could work for Google!

Average Pay = £40,000


**DIGITAL ILLUSTRATOR**



Digital Illustrators create illustrations (drawings) for fashion magazines, books, advertisements and packaging. You could work for Marvel!

Average Pay = £35,000

**TRAVEL PHOTOGRAPHER**



Travel Photographers get paid to travel the world, taking and selling photographs of people, places and nature. You could work for National Geographic!

Average Pay = £30,000

**LOGO DESIGNER**

**PHOTO EDITING/  
PHOTOSHOP ARTIST**

**BRAND IDENTITY DESIGNER**

**CREATIVE ART DIRECTOR**

**LAYOUT ARTIST**

**COMIC ILLUSTRATOR**