



# INFORMATION COMMUNICATION TECHNOLOGY

## OCR Level 1/2 Cambridge National Certificate in Creative iMedia

“Digital Media is a key part of many areas of our everyday lives and vital to the UK economy. Production of digital media products is a requirement of almost every business so there is huge demand for a skilled and digitally literate workforce. This qualification will help students develop specific and transferable skills such as research, planning and review, working with others and communicating creative concepts. The qualification’s hands-on approach has strong relevance to the way young people use the technology required in creative media. “

### What will you study during the course?

Students will study four units: R081, R082, R085 and R087. The first unit is a theory unit and the other three are practical units where students carry out coursework tasks allowing them to apply skills, knowledge and understanding.

<p><u>R081: Pre-production skills</u> This unit covers the body of knowledge on which students will be examined. Learners will study the following topics:</p> <ul style="list-style-type: none"> <li>• Understanding the purpose and content of pre-production</li> <li>• Planning and producing pre-production documents</li> <li>• Reviewing pre-production</li> </ul>	<p><u>R082: Creating digital graphics</u> This unit is a practical unit and builds on unit R081. The unit objectives are:</p> <ul style="list-style-type: none"> <li>• Understanding the purpose and properties of digital graphics</li> <li>• Planning and creating a digital graphic</li> <li>• Reviewing a digital graphic</li> </ul>
<p><u>R085: Creating a multipage website</u> This unit will enable learners to demonstrate their creativity by combining components to create a functional, intuitive and aesthetically pleasing website. The unit objectives are:</p> <ul style="list-style-type: none"> <li>• Understanding the properties and features of multipage websites</li> <li>• Planning and creating multipage websites using multimedia components</li> <li>• Reviewing a multipage website</li> </ul>	<p><u>R087: Creating Interactive Multimedia Products</u> Interactive multimedia products are used widely in everyday life and in the creative and digital media sector. They are used in computer games, mobile phone applications, presentations and many other areas. The unit objectives are:</p> <ul style="list-style-type: none"> <li>• Understand the uses and properties of interactive multimedia products</li> <li>• Planning and creating interactive multimedia products</li> <li>• Reviewing interactive multimedia products</li> </ul>

**How will the course be taught?**  
The course will be taught through a mixture of whole class teaching and individual tasks. The development of skills will be taught through a number of practical activities.

**How will your work be assessed?**  
Unit R081 will be assessed by a written examination (1 hour 15 minutes) worth 60 marks. The question paper will have short answer and extended response questions. The other units are coursework units which will be internally assessed and externally moderated.

**Where can it lead?**  
Cambridge Nationals provide a strong base for progression to further education, apprenticeship or work. They are very popular with schools and colleges because they suit a broad range of learning styles and abilities. The qualification provides an ideal foundation for students to progress to more advanced studies in ICT and ICT-related careers particularly in the creative and digital media sectors.