Creative iMedia Level 1/Level 2

The OCR J834 Creative iMedia course offers an exciting introduction to the world of digital media production. Students explore a variety of creative skills, including graphic design, video editing, website development, and digital animation. Through practical projects, learners develop their technical proficiency using industry-standard software, while also gaining a strong understanding of pre-production planning and creative processes. The course encourages innovation, collaboration, and critical thinking, preparing students for real-world challenges in the fast-growing media and digital industries. With a focus on creativity and practical skills, Creative iMedia offers a strong foundation for future careers in media, marketing, and design.

AM I SUITABLE?

Am I interested in a career in the digital media industries?
Do I enjoy working creatively with digital tools and software?
Do I enjoy project-based working on practical, real-world tasks?

Year 10

TOPIC 1: Media Industry

Covers various sectors like film, television, and digital media. It explores content production, professional roles, and the impact of technology. The topic also discusses industry regulations, audience analysis, and market trends to create engaging media that meets consumer needs effectively.

TOPIC 2: Product design

Explores elements impacting design choices, such as target audience, functionality, aesthetics, and sustainability. It emphasizes the role of cultural, social, and economic influences, highlighting the importance of research and testing for creating effective, user-centered products.

TOPIC 3: Practice assignment

Completing a practice NEA assignment for topic R094 helps students understand the project requirements, improve design skills, and manage time effectively. It provides valuable feedback and boosts confidence, ensuring better performance in the final assessment.

TOPIC 4: R094 NEA

The R094 NEA requires students to create a visual identity and digital graphics based on a client brief. It assesses creativity, technical skills, and design principles, as students produce professional media products while managing a project from concept to final outcome.

Year 11

TOPIC 5: Practice assignment

Completing a practice version of the NEA assignment for topic R097 allows students to gain hands-on experience with the production process, helping them refine their technical skills and understand project requirements better. It fosters creativity, encourages problem-solving, and provides opportunities for feedback, ultimately enhancing their confidence and readiness for the final assessment.

TOPIC 6: R097 NEA

The R097 NEA involves creating a digital media product based on a client brief. Students develop and produce a project that showcases their planning, research, technical skills, and creativity. The assessment evaluates their ability to meet client needs while demonstrating effective project management throughout the production process.

TOPIC 7: Pre-production planning

Focuses on the essential steps before creating media products. It covers defining project goals, audience research, budgeting, and scheduling. Effective planning ensures resource management, smooth workflow, and successful execution, ultimately leading to high-quality media outcomes that meet client expectations and project requirements.

TOPIC 8: Distribution considerations

Examines strategies for delivering media products to target audiences. It covers channels such as online platforms, broadcast, and print, focusing on factors like accessibility, audience preferences, and market trends. Effective distribution maximizes reach and engagement, ensuring that products effectively connect with consumers.

TOPIC 9: Preparing for the exam

To prepare for the R093 exams, we revisit the entire syllabus, covering key areas such as the media industry sectors and products, factors influencing product design, pre-production planning, and distribution considerations. We focus on understanding the roles within the media industry, the impact of audience and market research on design, effective project planning techniques, and strategies for successful product distribution. Engaging with practical examples and case studies will enhance comprehension and application of concepts, ultimately building confidence for the exam.