OCR Level 1/Level 2 Cambridge National Certificate in Creative iMedia Curriculum Intent 2022-2023 : Current Y11 only

Core intent of subject at key stage 4

The intent of our Creative iMedia curriculum is to ensure students have the ultimate experience and understanding of the production and the design process. The process of design gives students challenging opportunities to find solutions to problems. The Creative iMedia curriculum has been written to maintains the ethos of the whole school curriculum through offering a breadth and depth of knowledge and skills, personal development, challenging opportunities, life-long learning and future preparation. The process of creative thinking and innovation inspires students to bring out undiscovered talents, which in turn cultivates a self-confidence and belief in their abilities to achieve. It also challenges and appeals to the creative instincts that have driven humanity to discover, adapt and overcome. Within this spectrum of ability development, Creative iMedia's course seeks to develop these. Every product we see, purchase and use has been designed, a problem, solved and designers are at a seminal point development. Because of this a designer can have great influence on the Spiritual, Moral, Social and Cultural development of a product and in some way, help prepare for our future. Students will be developing an understanding of environmental design and sustainable issues, supporting the environment and their communities.

We also look at developing critical thinking and practical skills to resolve design situations. We take students through the process of; the design & manufacture of graphic products, photography, animation and preparing a media product. These will include the development of skills in computer aided design and manufacture (CAD/CAM), skills and techniques of taking and manipulating photography and developing simple animations. These projects will be completed by the students using industry standard software. This enables students to actively engage and take responsibility for their personal development in the process of creativity to develop as effective, motivated, independent learners.

Students will learn to make decisions, consider sustainability and combine skills with understanding in order to design and make quality products. They will explore ways in which aesthetics, technical, economic, environmental, community involvement, ethical, economic, environmental, ethical and social dimensions interact to shape designing and making. Student will develop an understanding of why analysing existing products will help produce practical solutions to needs, wants and opportunities, recognising their impact on quality of life. By understand that designing and making reflect and influence cultures and societies, and that products have an impact on lifestyle.

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

Creative iMedia places greater emphasis on understanding and applying skills to assist in developing the design processes. Students will use their creativity and imagination to design products that solve real and relevant problem, consider their own and others' needs, wants and values.

Courses based on this specification encourage students to demonstrate their understanding that all design and technological activity takes place within contexts that influence the outcomes of design practice. Students continually develop realistic design proposals as a result of the exploration of design opportunities and users' needs, wants and values. They are encouraged to use imagination, experimentation and combine ideas when designing. Students develop the skills to critique and refine their own ideas whilst designing and making and communicate their design ideas and decisions using different media and techniques, as appropriate for different audiences at key points in their designing. Development of decision-making skills, including the planning and organisation of time and resources when managing their own project work. Development of a broad knowledge of materials, components and technologies and practical skills to develop high quality, imaginative and functional prototypes. Students should be ambitious and open to explore and take design risks in order to stretch the development of design proposals, avoiding clichéd or stereotypical responses.

The Creative iMedia specifications sets out the knowledge, understanding and skills required to undertake the iterative design process of exploring, creating and evaluating. The majority of the specification should be delivered through the practical application of this knowledge and understanding.

The subject content for y11 has been split into 3 sections as follows:

- 1. Pre-production skills
- 2. Creating digital graphics
- 3. Digital Photography

These qualifications 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 with the aims of enhancing their employability when they leave education, contributing to their personal development and future economic well-being. The qualifications will encourage independence, creativity and awareness of the digital media sector.

Trips and visits

Possible visits to Sky Academy which links to R081 Pre-Production Skills

Photography Trip to improve skills and produce photographs for unit R90 (Summer 1 - Y10)

Assessment

This specification is designed to be taken over two years. And is split into 4 units of study and practical application.

COVID 19 Response - Currently awaiting confirmation and guidance from the DfE, JCQ and the Exam Board

External Assessment - Unit R081: Pre-production skills (Mandatory) - EXAM: First Exam – January. Final Exam – June.

30 GLH / 1 hour 15 minutes written paper / 60 marks (60 UMS) / OCR set and marked

This question paper:

- contains a scenario on which all questions are based
- consists of two sections, comprising short answer and extended response questions assesses the quality of written communication. This unit underpins the other learning in this qualification. Students will learn about how to plan pre-production effectively including understanding of client requirements and reviewing pre-production briefs. They will use this knowledge in the optional units when they develop their own media products. This unit also provides excellent transferable skills such as project planning which will be useful in a wide variety of contexts. This unit is externally assessed through an OCR set and marked 1 hour 15 minute exam. A sample test can be downloaded from the website, where you can also find past papers and examiner's reports.

Internally Assessment - Unit R082: Creating digital graphics (Mandatory) – THIS WILL BE COMPLETED IN AUTUMN TERM 1 and will be sent to the exam board November

30 GLH / Centre-assessed tasks / 60 marks (60 UMS) / Centre-assessed and OCR-moderated

The centre-assessed tasks:

will be practical tasks in the context of an assignment, selected from the OCR bank of set assignments.

Digital graphics are a key part of most digital products and this mandatory unit will help support the other optional units in the suite. Students will learn the basics of digital graphics editing for the creative and digital media sector, considering client requirements that they get a deeper understanding of in R081.

Internally Assessment - Unit R090: Digital Photography (Optional)

30 GLH / Centre-assessed tasks / 60 marks (60 UMS) / Centre-assessed and OCR-moderated

The centre-assessed tasks:

• will be practical tasks in the context of an assignment, selected from the OCR bank of set assignments.

In this unit students will learn about different types of digital photographic equipment, features and settings. They will then plan and execute a photo shoot, producing a final portfolio for a client brief.

Homework

Homework is set when required due to set hours for learning approximately 20 hrs all work will need to be completed. There will be a few set tasks that will need completing due to some tasks either not completed or missed due to absence will also need to be completed. It is essential that students have access to a computer to support the homework tasks for all units. For R090 (digital photography) for home use it is essential that students have access to a camera of any description, smart phone will suffice – access to a bridge or DSLR camera were settings can be adjusted (aperture, ISO, shutter speed etc) would be desirable. Traditional film cameras are not allowed for this unit.

Clubs and/or intervention

Catch up Unit sessions will be held at lunch times and after school. Timings TBC annually and will be found on the school website

Parental/Carer support

Attendance to parents evening.

Support your son/daughter by purchasing the supporting textbook/revision guides.

Allow your child to attend catch up sessions, especially when producing the Unit Projects

Home access to a computer and digital camera (see homework above).

Helpful sources of information

The course specification and support resources can be found here: OCR Website

Recommended text book:

Cambridge National Level 1 / 2 Creative iMedia – OCR Link

ISBN 9781510457201

Recommended Revision Guides:

My Revision Notes: OCR Cambridge Nationals in Creative iMedia Level 1 / 2

ISBN 9781471886683

Skills Development

Photoshop – <u>Adobe Website</u>

Illustrator - Adobe Website - no need to go above beginner

Flash – Virtual Instructor & Incredible Tutorials

Connections to future pathways

Careers: Graphic Designer, Advertising, Brand Development, Web Designer, Games Designer, Pattern Designer, Manufacturing, Craft, Engineering, CAD technician, Clothing/textile technologist, Exhibition designer, Furniture designer, Interior and Spatial Designer, Product Designer

Future Learning - A Level and Degree Courses in; Graphic Communications, Graphic Design, Photography, Product Design, Art, Textiles, Media Studies **T Level Courses in;** Digital Production, Design and Development

Year 11 Overview

Term	Knowledge	Assessment	Connections to Learning
Autumn 1	Big Idea: Internally Assessed – R082 Creating Digital Graphics To complete Assessment Assignment set by OCR. This covers LO1-4.		

This unit builds on unit R081 and learners will be able to apply the skills, knowledge and understanding gained in that unit and vice versa.

Cultural Capital linked to design tasks, understanding and development of Graphical ID's. Digital graphics feature in many areas of our lives and play a very important part in today's world. The digital media sector relies heavily on these visual stimulants within the products it produces, to communicate messages effectively.

The aim of this unit is for learners to understand the basics of digital graphics editing for the creative and digital media sector.

They will learn where and why digital graphics are used and what techniques are involved in their creation.

This unit will develop learners' understanding of the client brief, time frames, deadlines and preparation techniques as part of the planning and creation process.

On completion of this unit, learners will understand the purpose and properties of digital graphics, and know where and how they are used. They will be able to plan the creation of digital graphics, create new digital graphics using a range of editing techniques and review a completed graphic against a specific brief..

Projects: Assignment subject area, students can complete projects based on a book cover or vinyl cover

Rationale: Provides sound progression from Key Stage 3 • Offers relevant and interesting content for study • Focuses on the production of a Graphic Product • Students have the opportunity to work with a wide range of materials

Set Assignment.

Students have to complete a set assignment based on the designing a book cover or vinyl cover.

This is the outcome of the taught lessons covering LO1, LO2, LO3 & LO4 where student use their knowledge gained and apply through the above set assignment

Some exam restrictions may apply

Cultural Capital linked to design tasks

All content will be assessed with feedback against the OCR Set Assignment criteria.

Prior Learning

Current R082 and review of R081.

Y9 skills development undertaking the magazine project.

Skills developed in KS3 ICT working with graphics.

Future Learning - A Level and Degree Courses in; Graphic Communications, Graphic Design, Photography, Product Design, Art, Textiles, Media Studies T Level Courses in;

	Digital Production, Design and Development

Photography School Trip – students will have a 4-5 lesson tutoring based on photography skills and techniques. Trip will be based on the built environment within Nantwich. This will happen late September. This may affect the dates for R082

Term	Knowledge	Assessment	Connections to Learning
	Big Idea: In	Iternally Assessed – R090 Digital Photography	
Autumn 2	LO1 focuses on the understanding the feature understanding and plan a photoshoot. Cultural styles. This unit builds on unit R082 and learners will build bui	res and settings of digital photographic equipment. Al links toward current photographic and graphic destrinked to different cultures and attitudes. Will be able to apply the skills, knowledge and underferent situations and circumstances. These range for the set informal holiday and social networking photographic equipment, features and settings used in digos shoot and how to present their portfolios. Stand the features and settings of digital photographs and review the final portfolio against all photographs and review the final portfolio against the settings are settings.	esign trends fashions and graphic restanding gained in those units. From professional photographers graphs. In this unit learners will ital photography, how to plan a phic equipment, be able to plan a tall specific brief.
	Rationale: Provides sound progression from production of a Graphic Product	arious projects that link to the OCR set assignment of the Stage 3 • Offers relevant and interesting cor • Students have the opportunity to work with a wid	ntent for study • Focuses on the
	Ph	otography Trip should be Calendared	
	R090 Digital Photography Learning Outcome 1: Understand the features and settings of digital photographic equipment. Before taking the digital photographs, you must identify features of digital photographic	All content will be assessed with feedback against the OCR Set Assignment criteria. Gives a thorough description of most features and settings of digital photographic equipment.	Prior Learning Y9 skills development undertaking the magazine project. Skills developed in KS3 ICT working with graphics.

You need to describe the:

- capabilities and limitations of using different types of digital camera for specific purposes
- capabilities and limitations of other devices for taking digital photographs
- different features and settings of digital photographic equipment and how they are used
- suitability of digital cameras for different photographic purposes

Identifying rules of photography and composition:

describe the rules of photography and composition

You will need to summarise any investigation and research in your own words. Present your evidence in an appropriate way

Cultural Capital linked to design tasks

Describes most capabilities and limitations of different types of digital camera and other methods of taking digital photographs.

Describes accurately the suitability of digital cameras, for a wide range of scenarios.

Describes many rules of photography and composition accurately.

Future Learning - A Level and Degree Courses in; Graphic Communications, Graphic Design, Photography, Product Design, Art, Textiles, Media Studies T Level Courses in; Digital Production, Design and Development.

1 Personal development - use of software, hardware and equipment, organisation, interpersonal skills.

6 Cultural development – awareness of legal requirements and using images/graphics in a real-life context.

Learning Outcome 2: Be able to plan a digital photograph.

You need to identify the requirements of the client brief and target audience for the digital photographs. To do this you will need to organise your time and resources so that you can start to plan for the photo shoot, including identifying the equipment and software needed.

To interpret your client and the target audience, you will need to:

 describe how the photo shoot will meet the client's requirements All content will be assessed with feedback against the OCR Set Assignment criteria.

Produces an interpretation from the client brief for a photo shoot which fully meets the client requirements.

Produces a clear and detailed identification of target audience requirements. Clearly draws upon relevant skills/knowledge/understanding from other units in the specification.

LO2, to be completed in S1

 identify success criteria for the pho identify the target audience and ho will affect the style, content and the the portfolio. 	w this photo shoot, which is fully capable of producing the intended photo shoot. Lists all the equipment and software to be used
To create a work plan for the photo syou will need to: • create a work plan for the photo shear identify the equipment and software needed to create the digital photogy portfolio giving reasons for your check. Cultural Capital linked to design tasks	thoroughly justifying selection in relation to the identified success criteria. e raphic

Term	Knowledge	Assessment	Connections to Learning

Spring Part 1	Learners studying the optional units will be abskills further during the completion of the Cultural links toward current photographic and This Rationale: Provides sound progression from production of a Graphic Product	Jnit R081: Pre-Production Skills EXAM to be ble to apply knowledge and understanding gained use units. Student will refer to the knowledge orgonomy of graphic design trends fashions and graphic style attitudes. will lead to a 1 hour 15 minute Exam. Key Stage 3 • Offers relevant and interesting constructions of the style of the	d in this unit to help develop their ganiser for revision support. es linked to different cultures and ontent for study • Focuses on the de range of materials.
	Learning Outcome 1: Understand the Purpose and content of Pre-Production Reflect Learning Outcome 2: Be able to plan pre-production Learning Outcome 3: Be able to produce pre-production documents Learning Outcome 4: Be able to review pre-production documents	Focused Mock exam base on prior units and R081 LO3 will be set. This will be demonstrated by showing an understanding of the of LO1 & LO2 and be able to discuss the production of the opposite. Assessment will be done during lessons and practice papers/mock exams	Prior Learning Y9 skills development undertaking the magazine project. Skills developed in KS3 ICT working with graphics. Future Learning - A Level and Degree Courses in; Graphic Communications, Graphic Design, Photography, Product Design, Art, Textiles, Media Studies T Level Courses in; Digital Production, Design and Development. 1 Personal development - use of software, hardware and equipment, organisation, interpersonal skills. 6 Cultural development - awareness of legal requirements and using images/graphics in a real-life context.

Term	Knowledge	Assessment	Connections to Learning
Spring 1 Part 2	LO2 continued, LO3 and LO4 focus on the deallows the students to Cultural links toward current photographic and Links to different or This unit builds on unit R082 and learners will Digital photography is used in a variety of different taking wedding and special event photography learn about different types of digital photography learn about different types of digital photography learn about different types of digital photography photo. On completion of this unit, learners will understand photography the digital photography and the photography is used in a variety of different types of digital photography the digital photography is used in a variety of different types of digital photography the photography is used in a variety of different types of digital photography the photography is used in a variety of different types of digital photography the photography is used in a variety of different types of digital photography the photography is used in a variety of different types of digital photography the digital photography is used in a variety of different types of digital photography the photography is used in a variety of different types of digital photography is used in a variety of different types of digital photography is used in a variety of different types of digital photography is used in a variety of different types of digital photography is used in a variety of different types of digital photography is used in a variety of different types of digital photography is used in a variety of different types of digital photography is used in a variety of different types of digital photography is used in a variety of different types of digital photography is used in a variety of different types of digital photography is used in a variety of different types of digital photography is used in a variety of different types of digital photography is used in a variety of different types of digital photography is used in a variety of different types of digital photography is used in a variety of different types of	esign development and practical application of the sesign development and practical application of the ocritically evaluation their digital photographic prographic design trends fashions and graphic style attitudes. If the solution of the sesion of the	aking a photographic image. LO4 portfolio. es linked to different cultures and ments. erstanding gained in those units. from professional photographers ographs. In this unit learners will gital photography, how to plan a st a specific brief. hts; The Built Environment ontent for study • Focuses on the de range of materials
	Learning Outcome 2: Be able to plan a digital photograph. You need to identify the requirements of the client brief and target audience for the digital	All content will be assessed with feedback against the OCR Set Assignment criteria. Demonstrates a thorough understanding of	Prior Learning Y9 skills development undertaking the magazine project.
	photographs. To do this you will need to organise your time and resources so that you can start to plan for the photo shoot, including	legislation in relation to the taking of photographs and the production of a digital photographic portfolio.	Skills developed in KS3 ICT working with graphics.

	T	<u></u>	<u> </u>
	identifying the equipment and software needed. To understand the legal restrictions as digital photographs will be used in a commercial context, you will need to: • consider any legal issues and restrictions on the photographs you will take and present for display. Present your evidence in an appropriate way. Cultural Capital linked to design tasks		Future Learning - A Level and Degree Courses in; Graphic Communications, Graphic Design, Photography, Product Design, Art, Textiles, Media Studies T Level Courses in; Digital Production, Design and Development. 1 Personal development - use
			of software, hardware and equipment, organisation,
	Learning Outcome 3: Be able to take and display a digital photograph. You will need to take the photographs, using the features and settings of the digital camera you have selected, store the images and create a portfolio of them to meet the clients' requirements.	All content will be assessed with feedback against the OCR Set Assignment criteria. Uses most relevant features and settings of the digital camera, all of which are appropriate to the client brief. The subject and scene are appropriately organised.	interpersonal skills. 6 Cultural development – awareness of legal requirements and using images/graphics in a real-life context.
LO3 to be continued in S2	To understand how to use features and settings of the digital camera to take digital photographs, you will need to: • organise the photographic subject and scenes • take digital photographs using a range of	Takes digital photographs using a wide range of the rules of photography and composition. Stores digital images, consistently using an appropriate medium.	
	relevant features, settings, rules of photography and composition. • select the digital photographs for the final portfolio • store the digital photographs selected for the portfolio • create a display of the digital photographs using a suitable medium that is appropriate to the brief.	Creates portfolios of stored images that meet all of the client requirements. The selected images are effectively displayed in a medium which is fully appropriate to the brief.	

Provide evidence of the features and setting chosen together with the final portfolio. The final portfolio of photographs in the intended digital format must be supplied.	
Cultural Capital linked to design tasks	

Spring 2	LO3 and LO4 focus on completing the design the students to on the students of the students of the students of different types of the state of the stat	development and practical application of taking a critically evaluation their digital photographic portfolial be able to apply the skills, knowledge and underent situations and circumstances. These range this to informal holiday and social networking photographic equipment, features and settings used in digoshoot and how to present their portfolios. Stand the features and settings of digital photograph photographs and review the final portfolio against arious projects that link to the OCR set assignment as Key Stage 3 • Offers relevant and interesting corestudents have the opportunity to work with a wide	photographic image. LO4 allows plio. rstanding gained in those units. From professional photographers paraphs. In this unit learners will plital photography, how to plan a phic equipment, be able to plan a st a specific brief. ts; The Built Environment tent for study • Focuses on the
Term	Knowledge	Assessment	Connections to Learning
LO3 continued	Learning Outcome 3: Be able to take and display a digital photograph. You will need to take the photographs, using the features and settings of the digital camera you have selected, store the images and create a portfolio of them to meet the clients' requirements. To understand how to use features and settings of the digital camera to take digital photographs, you will need to:	All content will be assessed with feedback against the OCR Set Assignment criteria. Uses most relevant features and settings of the digital camera, all of which are appropriate to the client brief. The subject and scene are appropriately organised. Takes digital photographs using a wide range of the rules of photography and composition.	Prior Learning Y9 skills development undertaking the magazine project. Skills developed in KS3 ICT working with graphics. Future Learning - A Level and Degree Courses in; Graphic Communications, Graphic

organise the photographic subject and scenes
 take digital photographs using a range of relevant features, settings, rules of photography and composition.
 select the digital photographs for the final portfolio
 store the digital photographs selected for the portfolio
 create a display of the digital photographs using a suitable medium that is appropriate to the brief.
 Provide evidence of the features and setting

Stores digital images, consistently using an appropriate medium.

Creates portfolios of stored images that meet all of the client requirements. The selected images are effectively displayed in a medium which is fully appropriate to the brief. Design, Photography, Product Design, Art, Textiles, Media Studies T Level Courses in; Digital Production, Design and Development.

- 1 Personal development use of software, hardware and equipment, organisation, interpersonal skills.
- **6 Cultural development –** awareness of legal requirements and using images/graphics in a real-life context.

Learning Outcome 4: Be able to check and review the digital photographs.

Cultural Capital linked to design tasks

chosen together with the final portfolio. The

final portfolio of photographs in the intended

digital format must be supplied.

Now that the portfolio is complete, you need to be able to review how well you met the client's brief, justifying the selection of photographs used and identifying any areas for improvement.

To understand when reviewing the digital photographs, you will need to:

- review how the finished portfolio reflects the client brief, justifying the selection of the photographs from those taken
- review the final portfolio of digital photographs in terms of what worked and what didn't.

All content will be assessed with feedback against the OCR Set Assignment criteria.

Produces a review of the finished portfolio which demonstrates a thorough understanding of what worked and what did not, fully referencing back to the brief.

Provides a thorough justification for the photographs selected. Review identifies areas for improvement and further development of the

photographic portfolio, which are wholly appropriate and justified.

To understand how the portfolio could be improved, you will need to: • identify how the digital photographs and portfolio could be improved • identify areas for further development of the portfolio of digital photographs giving reasons for your choices. Present your evidence in an appropriate way. Cultural Capital linked to design tasks	
Set Assignment. Students have to complete a set assignment based on the Built Environment.	All content will be assessed with feedback against the OCR Set Assignment criteria.
This is the outcome of the taught lessons covering LO1, LO2, LO3 & LO4 where student use their knowledge gained and apply through the above set assignment	
Some exam restrictions may apply	
Cultural Capital linked to design tasks	

	Big Idea: Re-sit Externally Assessed - Unit R081: Pre-Production Skills - Review Students will prepare (if needed) for final exam in early June
Spring 2	1 hour 15 minute exam in early June (Y11)
	Students will also review & refine any outstanding work

Term	Knowledge	Assessment	Connections to Learning

Learning Outcome 1: Understand the Purpose and content of Pre-Production

Reflect Learning Outcome 2: Be able to plan pre-production

Learning Outcome 3: Be able to produce pre-production documents

Learning Outcome 4: Be able to review pre-production documents

Focused Mock exam base on prior units and R081 LO3 will be set. This will be demonstrated by showing an understanding of the of LO1 & LO2 and be able to discuss the production of the opposite.

 Assessment will be done during lessons and practice papers/mock exams

Prior Learning

Y9 skills development undertaking the magazine project.

Skills developed in KS3 ICT working with graphics.

Future Learning - A Level and Degree Courses in; Graphic Communications, Graphic Design, Photography, Product Design, Art, Textiles, Media Studies T Level Courses in; Digital Production, Design and Development.

1 Personal development - use of software, hardware and equipment, organisation, interpersonal skills.

6 Cultural development – awareness of legal requirements and using images/graphics in a real-life context.

EXAM – to be taken early June in Y11

Students do not complete Summer 2