

# Why take...

## ***CAMBRIDGE NATIONAL IN CREATIVE iMEDIA?***

It lets students gain knowledge in a number of key areas in the media field, from pre-production skills to digital animation, and offers a hands-on approach to learning.

The options available offer the chance for your son or daughter to *explore areas of creative media that interest them.*

The Cambridge National in Creative iMedia will also provide opportunities to develop useful transferable skills such as **research, planning, and review, working with others** and **communicating creative concepts** effectively.

# What is covered?

Students will complete 2 compulsory units and 2 optional units. There is 1 externally assessed exam (*Pre Production Documents.*)

Compulsory Units	Optional units
Pre-production Skills ( <i>exam assessed</i> )	Developing Digital Games
Creating Digital Graphics	Developing Websites

30 Guided Learning Hours.

Written paper 1.15 hours.

Out of 60 Marks.

# R081: Pre-production skills

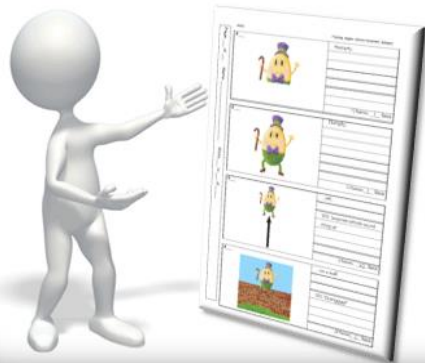
Students are introduced to a range of essential pre-production techniques used in the creative and digital media, including client brief, time frames, deadlines and preparation techniques.

This unit covers all the skills needed prior to completing a media project such as film making, games design, web development or the launch of an advertising campaign for a new product / service. It contains useful business practices for developing effective campaigns using interactive media.

Learners will be able to plan pre-production of a creative digital media product to a client brief, and will understand how to review pre-production documents.

# Storyboards

Storyboards are used to plan a video or an animation. They include such things as:



Storyboards are often generated by hand and can be very

## Moodboard examples



FILM SHOTS: Sizes and Abbreviations



## Pre Production: Visualisation Diagram

Add detail about each assets (individual part) of your visualization diagram. Explain the potential use of each of these assets.

Visualisation Diagram



- Visualisation diagram allows the design to be seen before it's made
- Provides quick check of ideas so changes can be made
- Allows a draft to be checked with your client
- You can create different versions and choose the best

and pries open the hatch. of liquid cooling tubes, is a e's auto-pilot.

o is standing at his elbow.

to do with it?

COOPER  
Reprogram it. Give it something socially responsible to do like drive a combine or a tractor.

MURPH  
(quiet)  
Couldn't we just let it go? It's not hurting anyone.

Cooper looks down at his son. Good kid.

COOPER  
We need all the help we can get, Murph. This thing has to adapt

# R082: Creating digital graphics

Building on the skills and understanding that they have developed in the previous unit, students explore where and why digital graphics are used and the techniques that are involved in their creation. They apply their skills and knowledge in creating digital graphics against a specific brief. The aim of this unit is for learners to understand the basics of digital graphics editing for the creative and digital media sector.

**30 Guided Learning Hours.**

**10 Hour Practical Assessment Task.**

**Out of 60 Marks.**

Students will learn about the different uses and formats of effective digital graphics and how they can appeal to certain target audiences.

Students will have 10 hours to complete a project to a client brief using Photoshop.

Examples include developing a web and print advert for a new video game or book cover.

# File formats

There are various file formats for audio, still images and moving images due to their size and quality.

Which of these file formats are used for audio files, still images and moving images?



# Ps

# Fw

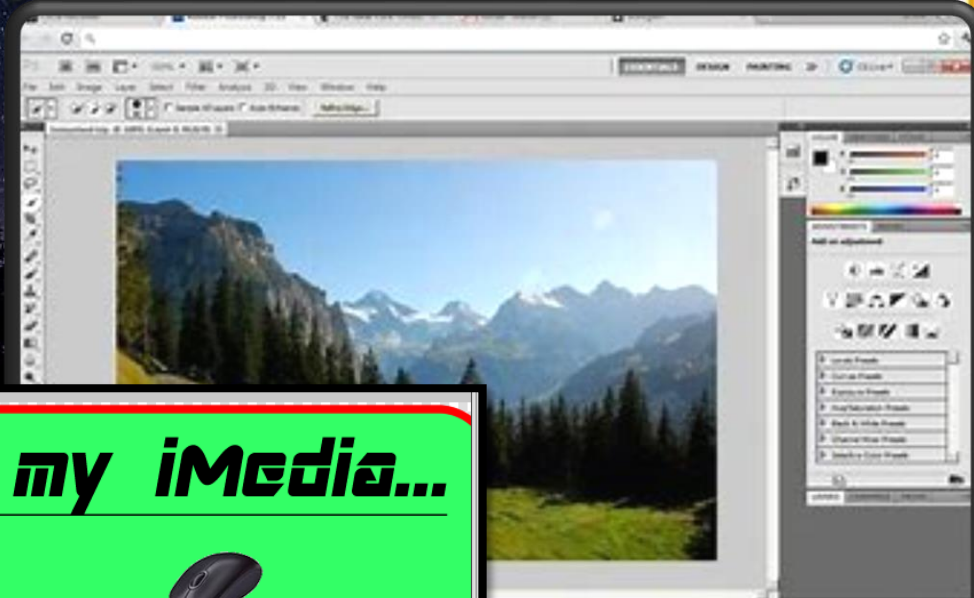


## Saturn Explorer

*Saturn Explorer is a story about a varied crew who have a mission to reach and explore the planet Saturn in our own solar system. The crew consists of 5 members each has secret past life that will unravel as the mission progresses further and further from their home. Will they all make it home or will thier past catch up with them?*



Saturn Explorer  
Caro



# Welcome to my iMedia...



Published by 2

# R092: Developing digital games

Students create and test a playable game from an existing design or brief to develop their knowledge and understanding of different types of digital games creation software, hardware and peripherals. Learners will be able to plan a digital game, create and edit the digital game and test the digital game with a client or focus group, identifying any areas for improvement.

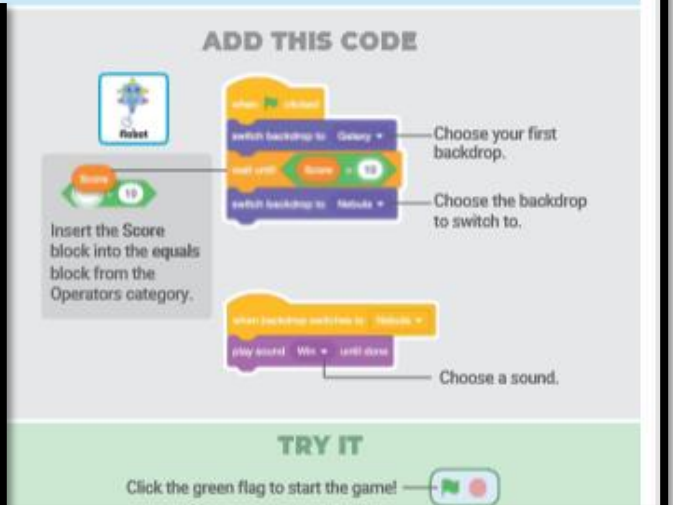
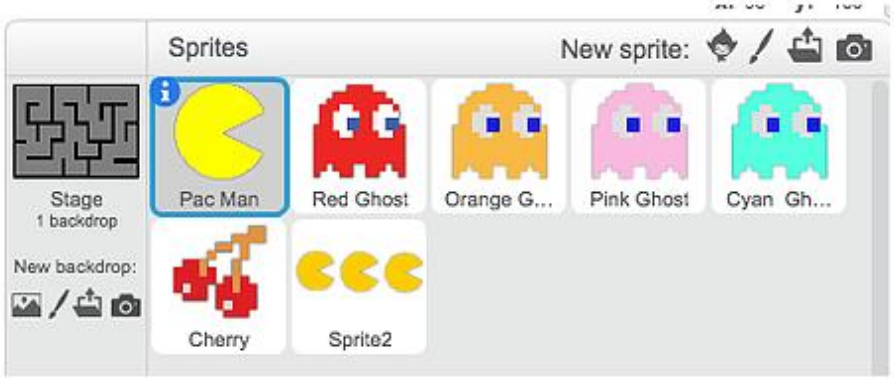
**30 Guided Learning Hours.**

**10 Hour Practical Assessment Task.**

**Out of 60 Marks.**

Students will collect / make assets that will be used to develop a working video game that meets a clients brief.

Students will use Scratch to create the game.



OCR Level 1 / 2 Cambridge Nationals in Creative iMedia

## Scenario for the assignment

### Developing a digital game 'Working Time'

Triangle Games has provided you with a brief for a new game called 'Working time' which they want you to produce for them. The game is set in a world where animals go to work in a big city. The purpose of the game is to show the importance of getting to work on time and the main player character can be chosen from a wolf, lion, gorilla, elephant and giraffe.

There will be four levels in the game but you only have to create **one** of these.

You must read the brief carefully, thinking about the client's requirements, how to achieve the main purpose of the game and how to engage the target audience.



# R085: Creating a multipage website

- Students explore the different properties, purposes and features of multipage websites. They demonstrate their creativity by combining components to create a functional, intuitive and visually pleasing website. It will allow them to interpret a client brief and to use planning and preparation techniques when developing a multipage website.

**30 Guided Learning Hours.**

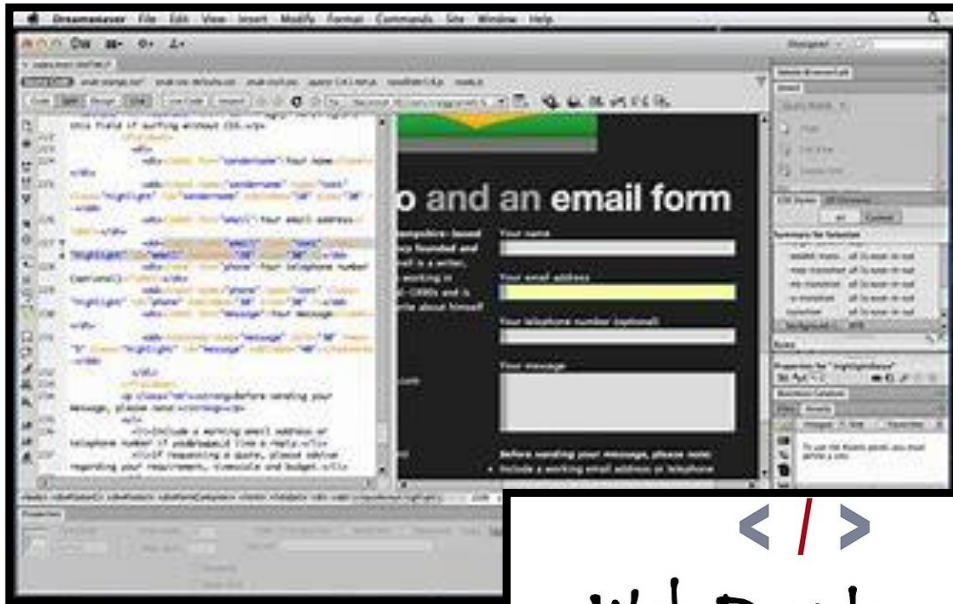
**10 Hour Practical Assessment Task.**

**Out of 60 Marks.**

Students will develop a working multipage website that meets a specific clients brief.

Students will use **Adobe Dreamweaver** to create the working website with interactive features.

HTML tags	Produces
<code>&lt;b&gt; bold &lt;/b&gt;</code>	<b>bold text</b>
<code>&lt;i&gt; italic &lt;/i&gt;</code>	<i>italic text</i>
<code>&lt;u&gt; underline &lt;/u&gt;</code>	<u>underlined</u>
<code>&lt;font color="green"&gt; example &lt;/font&gt;</code>	example
<code>&lt;ul&gt; &lt;li&gt;one&lt;/li&gt; &lt;li&gt;two&lt;/li&gt; &lt;/ul&gt;</code>	<ul style="list-style-type: none"> <li>• one</li> <li>• two</li> </ul>
<code>&lt;hr /&gt;</code>	<hr/>



< / >  
 Web Developers  
 do it with  
<style>

# Further Information

If you would like any further information about this fun and creative then you can access the in the link below:

<https://www.ocr.org.uk/Images/115888-specification.pdf>

Past exam papers can also be viewed online to give you an idea of what content is covered for Unit R081 – Pre Production Skills

<https://www.ocr.org.uk/qualifications/cambridge-nationals/creative-imedia-level-1-2-award-certificate-j807-j817/assessment/>

If you have any further questions, please feel free to email Mr Dyer via email at [dyer@fullbrook.surrey.sch.uk](mailto:dyer@fullbrook.surrey.sch.uk)