

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 which is 40% of overall grade and the 3 coursework units are 20% each.

Compulsory Units	Optional units
Creative iMedia in the media industry <i>(exam assessed)</i> 40%	Interactive digital media 20%
Visual identity and digital graphics 20%	Digital games 20%

Creative iMedia in the media industry

(exam assessed)

This is assessed by taking an exam.

In this unit you will learn about the media industry, digital media products, how they are planned, and the media codes which are used to convey meaning, create impact and engage audiences.

Topics include:

- The media industry
- Factors influencing product design
- Pre-production planning
- Distribution considerations

Job roles in the media

Open your workbook to Page 5, put the date, Wednesday, 09 February 2022 and complete the Go Task.



5 minutes

Pictured here are a range of different job roles in the media industry. How many can you name?



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 on you visualization diagram. Explain the potential use of each of these assets.

Visualization 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. o 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 be done.

Visual identity and digital graphics

This is assessed by completing a set assignment.

In this unit you will learn to how to develop visual identities for clients and use the concepts of graphic design to create original digital graphics to engage target audiences.

Topics include:

- Develop visual identity
- Plan digital graphics for products
- Create visual identity and digital graphics

Aim of the unit

Identity is a vital component of any business, product or brand. A visual identity communicates values and core principles to the consumer, user or customer. It makes a brand recognisable and helps sell a product or idea to a target audience.

Logos, shapes, typography, colour theory and composition are all used to generate visual identities which work across different platforms and media, and user interface and experience are key considerations in the design process.

In this unit you will learn how to develop visual identities for clients.

You will also learn to apply the concepts of graphic design to create original digital graphics which incorporate your visual identity to engage a target audience.

Completing this unit will introduce the foundations for further study or a wide range of job roles within the media industry.

File formats

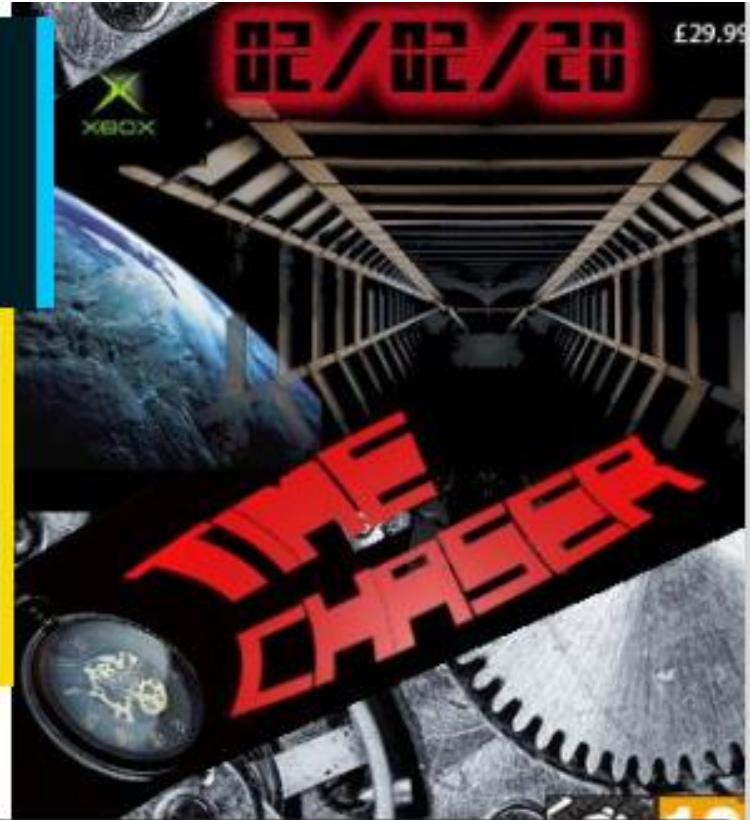
There are various file formats for audio, still images and moving images due to their size and quality.



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

Ps

Fw



Saturn Explorer

Saturn Explorer
Cano

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 their past catch up with them?



Welcome to my iMedia...



Published by :

Developing Digital Games

This is assessed by completing a set assignment.

In this unit you will learn how to plan, create and review digital games.

Topics include:

- Plan digital games
- Create digital games
- Review digital games

Aim of the unit

The UK has one of the largest games markets in the world, and the UK's games industry is among the largest in Europe.

Its workforce has one of the youngest profiles in the media industries with earnings above the media industry average. It is a sector with a huge variety of technical and creative job roles.

This unit will open the door to a variety of roles within the media industry by enabling you to identify core features of digital games and understand the basics of planning, designing, creating and testing digital games.

In this unit you will learn to interpret client briefs to devise original digital game concepts. You will learn to plan digital games effectively and to use a Game Design Document to create engagement among developers and clients.

You will learn to create, edit, test and export playable digital games which you have designed.

Completing this unit will provide you with the basic skills for further study or a range of creative and technical job roles within the media industry.



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.

Interactive digital media

This is assessed by completing a set assignment. In this unit you will learn how to plan, create and review interactive digital media products.

Topics include:

- Plan interactive digital media
- Create interactive digital media
- Review interactive digital media

Aim of the unit

Interactive digital media products are found across the media industry, in games, websites and apps, learning and knowledge based systems, simulations and in commerce.

At the heart of digital media products is a fusion of media rich content including text, images, sounds, video and animation.

This content is combined with UX and UI design to create an immersive and engaging environment which can promote, educate, entertain, inform or influence.

In this unit you will learn to design and create interactive digital media products for chosen platforms. You will learn to select, edit and repurpose multimedia content of different kinds and create the structure and interactive elements necessary for an effective user experience.

Completing this unit will provide you with the basic skills for further study or a range of creative and technical job roles within the media industry.



Web Developers
do it with

`<style>`



GUESS THE WEB BROWSER

A FUN GAME FOR THE ENTIRE FAMILY

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-
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Further Information

Click the link below to the specification provided by the exam board OCR:

[OCR Level 1/Level 2 Cambridge National in Creative iMedia specification](#)

If you have any further questions please email Mr Dyer

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