

Creative iMedia Award

Qualification	Examination Board	Specification Code
Level 2 Cambridge National Award	OCR	J807/J817

Course Overview



Media surrounds each and every one of us. We cannot leave the house without seeing a poster, billboard, mobile phone or a leaflet.

Media is, more than likely, also inside of our homes. We're often surrounded by our televisions, computers, newspapers and magazines.

This vocational qualification takes an engaging, practical and inspiring approach to learning and assessment. It will equip pupils with a range of skills and provide opportunities to develop transferable skills such as research, planning, and review, working with others and communicating creative concepts effectively.

The hands on approach has strong relevance to the way young people use the technology required in creative media.

Notes

Topics Covered

Pupils will have the opportunity to study a wide range of platforms which we associate with Media Studies.

Examples of design work that could be completed include:-

- Creating digital graphics.
- The designing of a CD cover.
- Creating a multipage website.
- Storytelling with comic strips.
- Creating a digital video sequence.
- Designing a game concept.

Assessment

- 75% of the marks generated for this course are produced through coursework (see examples above) which is internally assessed.
- 25% of the marks generated for this course are produced by way of an externally assessed examination (taken in January) of 1 hour and 15 minutes.

Course Progression

The A-level Media Studies course offers a smooth progression from the Creative iMedia Award, extending pupils' practical skills in the medium they work in, building their ability to research independently, and deepening their appreciation and understanding of the role media plays in day to day life.

Career Opportunities

Media Studies opens up a wide range of professional fields. Success in Media Studies enables pupils the opportunity to go into filming, directing, photography, journalism, website creating, advertising, music and much more.

For Further Information

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