



Learning Journey



J834 OCR Level 1/2 Cambridge Nationals Certificate in Creative iMedia

Unit R093: Exam creative iMedia in the media industry

Topic 1: The Media Industry

Topic 2: Factors influencing product design

Topic 3: Pre- production planning

Topic 4: Distribution considerations

Techniques to test/check the technical properties of interactive digital media & review the fitness for purpose

The effectiveness of interactive digital media and further development

3.1 Techniques to test/check and review interactive digital media

3.2 Improvements and further developments

2.3 Save & export/publish

Saving interactive digital media products during Creation and exporting/publishing finished product

Techniques for sourcing suitable assets
Static images & audio assets
Moving images assets and interactive asset
Folder management
Techniques to create

Pre-production documentation for interface planning interface, content and user interaction

2.1 & 2.2 Technical skills to create and/or edit and manage assets

1.4 Pre-production & planning documentation & techniques

Unit R097: Interactive digital media

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- Features of interactive digital media design
- Interface and interaction styles
- Accessibility
- Conventions of interactive digital media
- Creativity in interactive digital media

Hardware and software used to create interactive digital media

1.2 Features & conventions

1.3 Create interactive digital media

3.3 Save & export digital graphics

Save and export assets

Source assets for use in digital graphics
Create assets for use in digital graphics
Store assets for use

Software tools and techniques used to create digital graphics

3.2 Source, create and prepare digital graphic assets

3.1 Tools & techniques to create digital graphics

Technical properties of images and graphics

- Bitmap/raster properties
- Vector graphic properties

Licences and permissions to use assets sourced from

Pre-production and planning documentation used to generate ideas and concepts for visual identity and digital graphics

2.2 Properties of digital graphics & assets use

2.3 Techniques to plan visual identity and digital graphics

- Concepts of graphic design
- Layout conventions for different graphic products and purposes

- Purpose of visual identity
- Component features of visual identity
- Elements of visual identity
- Visual identity design style

2.1 Graphic design and conventions

1.1 Purpose, elements and design of visual identity

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Year 10

30% NEA Mandatory: R094 Visual Identity and Digital Graphics

Year 11

30% NEA Optional: R097 Interactive Digital Media

40% Exam Mandatory : R093 Creative iMedia in the Media Industry

Unit R094: Visual Identity and Digital Graphics