



Creative iMedia

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Qualification overview



Welcome to OCR Cambridge National Creative iMedia (Course code: J834)

Creative iMedia is a fun, practical and creative subject where you learn how digital media is designed and used in real life.

You will create digital products such as graphics, logos, interactive media and online-style content, while also learning how the media industry works.

How Is the Course Assessed?

- This course is assessed through a mixture of exam and coursework, which is ideal for students who enjoy practical work.
- **40% Exam**
 - Unit R093 – Creative iMedia in the Media Industry
 - 1 hour 30 minute written exam
 - Short-answer questions, case studies and longer written answers
- **60% Coursework**
 - Unit R094 – Visual Identity and Digital Graphics (compulsory)
 - Unit R097 – Interactive Digital Media
 - Coursework is completed in lessons
 - Assessed by your teacher and checked by OCR

Why choose Creative iMedia?



- **You should choose Creative iMedia if you:**
 - Enjoy being creative and using computers
 - Like designing logos, posters, graphics or digital content
 - Want a subject with less pressure from exams
 - Are interested in media, games, marketing, design or IT
 - Prefer learning by doing practical tasks

What skills will I learn?



- **During the course you will develop:**
 - Creative design skills
 - Confidence using digital software
 - Research and planning skills
 - Time management and organisation
 - Communication and presentation skills
 - Problem-solving and self-evaluation skills

Important deadlines



- Coursework deadlines are set by your teacher
- Final exam takes place in **May/June of Year 11**
- Coursework moderation happens during Year 10-11

Your teacher will always give you clear deadlines.

What can Creative iMedia lead to?

Creative iMedia is a great foundation for:

- Level 2 or Level 3 courses in Media, IT or Digital Design
- College or sixth form courses in creative subjects
- Apprenticeships in digital media or IT
- Careers such as graphic designer, game designer, web designer, media editor or digital content creator

Questions?

