

## Exam board OCR

**Method of Assessment:** One written exam worth 25%; three controlled assessments worth 75%.

**Length of exam: 1 hour 15 mins**

### Aims of the course

The specification aims to develop knowledge and understanding of:

- Using and applying a wide range of technical media skills, using programmes such as Adobe Photoshop and Premiere
- skills of enquiry, critical thinking, decision-making and analysis
- specific and transferable skills such as research, planning, and reviewing, working with others and communicating creative concepts.
- Responding to a brief and interpreting client requirements that reflect real institutional practices in the media
- Identifying a target audience and producing appropriate products to target the demographic
- Sourcing, selecting and storing appropriate assets

### Breakdown of units

#### Pre-production skills – 1 ½ hour exam

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. The exam features short answer questions and creative tasks, e.g. storyboarding, scriptwriting

#### Creating digital graphics – controlled assessment

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.

#### Creating a digital video sequence – controlled assessment

Students discover where digital video sequences are used in the media industry and how these technologies are developed to reach an identified target audience as they plan, create and edit a digital video sequence and review it against a specific brief.

#### Optional unit – controlled assessment

Options include: comic strips; websites; digital animation; digital game design.

### Homework

Homework tasks will be set to consolidate class learning and develop projects. Typical tasks will include: researching similar media products; storyboarding ideas; undertaking audience research; evaluating work; taking photographs; shooting film footage.



### **Opportunities for teachers, parents and students to provide/access enrichment and further support beyond lessons**

Students will be given an Independent Study Guide with suggestions for additional work. There is also an endorsed textbook, available in print format or as an ebook.

Encouraging creative skills such as photography, filming and editing would give students an advantage, although all of these skills will be taught and practised within lessons. Programmes about media industries and 'the making of' documentaries may be particularly helpful. Lunchtime clubs for film making and additional viewing to supplement studies are available to students.

### **Overlap with other subjects**

Creative iMedia complements other creative subjects like Graphic Design, Photography and Fine Art. It is also a good combination with ICT and Film Studies.

### **Teaching Staff**

Mark Young

Jenny Duff

Lisa Herron

