

OCR Level 1/2 Cambridge National Certificate in Creative iMedia

<p>R081 – Pre-production skills</p> <p>Written paper OCR set and marked 1hr 15 min (60 marks)</p>	<p>This unit will enable learners to understand pre-production skills used in the creative and digital media sector. It will develop their understanding of the client brief, time frames, deadlines and preparation techniques that form part of the planning and creation process. Planning is an essential part of working in the creative and digital media sector. This unit will enable learners to acquire the underpinning knowledge and skills needed to create digital media products and gain an understanding of their application. On completion of this unit, learners will understand the purpose and uses of a range of pre-production techniques. They will be able to plan pre-production of a creative digital media product to a client brief, and will understand how to review pre-production documents. Learners studying the optional units will be able to apply knowledge and understanding gained in this unit to help develop their skills further during the completion of those units,</p>
<p>R082 – Creating digital graphics</p> <p>Centre assessed tasks OCR moderated</p> <p>Approx 10 hours – 60 marks</p>	<p>This unit builds on unit R081 and learners will be able to apply the skills, knowledge and understanding gained in that unit and vice versa. Digital graphics feature in many areas of our lives and play a very important part in today's world. The digital media sector relies heavily on these visual stimulants within the products it produces, to communicate messages effectively. The aim of this unit is for learners to understand the basics of digital graphics editing for the creative and digital media sector. They will learn where and why digital graphics are used and what techniques are involved in their creation. This unit will develop learners' understanding of the client brief, time frames, deadlines and preparation techniques as part of the planning and creation process. On completion of this unit, learners will understand the purpose and properties of digital graphics, and know where and how they are used. They will be able to plan the creation of digital graphics, create new digital graphics using a range of editing techniques and review a completed graphic against a specific brief</p>
<p>R085 – Creating a multipage website</p> <p>Centre assessed tasks OCR moderated</p> <p>Approx 10 hours – 60 marks</p>	<p>This unit builds on units R081 and R082 and learners will be able to apply skills, knowledge and understanding gained in those units. Multipage websites are the basis of internet content and are therefore used extensively in the creative digital media sector, whether for mobile phones or computers in all their forms. This unit will enable learners to understand the basics of creating multipage websites. It will enable learners to demonstrate their creativity by combining components to create a functional, intuitive and aesthetically pleasing website. It will allow them to interpret a client brief and to use planning and preparation techniques when developing a multipage website. On completion of this unit, learners will be able to explore and understand the different properties, purposes and features of multipage websites, plan and create a multipage website and review the final website against a specific brief.</p>
<p>R087 – Creating interactive multimedia products</p> <p>Centre assessed tasks OCR moderated</p> <p>Approx 10 hours – 60 marks</p>	<p>This unit builds on units R081 and R082 and learners will be able to apply—the skills, knowledge and understanding gained in those units. Interactive multimedia products are used widely in everyday life and the creative and digital media sector. They are used in computer games, mobile phone applications, presentations and many other areas. This unit will enable learners to understand the basics of interactive multimedia products for the creative and digital media sector. They will learn where and why interactive multimedia is used and what features are needed for a given purpose. It will enable them to interpret a client brief, and to use time frames, deadlines and preparation techniques as part of the planning and creation process when creating an interactive multimedia product. On completion of this unit, learners will understand the purpose and properties of interactive multimedia products, be able to plan and create an interactive multimedia product to a client's requirements and review it, identifying areas for improvement.</p>