

OCR Creative iMedia

Year 10	Coursework assignment Creating Digital Graphics (25%)	Examination Pre-production skills (25%)
Intent	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.	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.
Year 11	Coursework assignment Creating a Multipage Website (25%)	Coursework assignment Creating a 2D or 3D digital Character (25%)
Intent	Website design is a valuable skill in today's digital world. Used to inform, promote, e-commerce, educate and entertain. This unit will enable learners to understand how websites and the internet works and how the layout information in a clear and informative way. They will learn how to utilise interactive features to make the website more engaging. 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 a fully functional website.	2D or 3D digital Character design allows learners to explore characters and designs from comic book, TV, Film and computer games. Learners will explore a range on tools techniques to create and develop an original character design based on a client brief. This unit enables learners to understand the basics of digital character design for the digital media sector. Learners will be able to plan a digital character to a client brief, use vector imaging or 3D rendering software to create their character.