

A group of diverse students are gathered around computer monitors in a classroom or lab. Two female students in the foreground are smiling and looking at a screen. Other students are visible in the background, also focused on their work.

Cambridge National in Creative iMedia at St. Martin's School 2024_2025

Everything you need to know to choose the subject

Part 1

Qualification Introduction

Cambridge National in Creative iMedia



This qualification is a 'Technical approach to media'.

Not ICT or Computer Science or Media Studies or Art or DT, but contains aspects of all these.

It allows students – and teachers – to work to their strengths and areas of interest.

Fundamentally it is rooted in a Vocational Context – keep in mind a career focus, with a client / customer and target audience.

Overview of the Qualification

J834: OCR Level 1/Level 2 Cambridge National in Creative iMedia (120 GLH)

Equivalent to one 'General Qualifications' GCSE single subject in size, weight, expectations

- Accredited for inclusion on the KS4 performance tables from 2024
- Awarded qualification
- Graded:
 - Level 1 - P, M, D,
 - Level 2 - P, M, D, D*

Overview of the Qualification

Comprises 3 units - 2 mandatory, one optional.

- Mandatory units
 - R093: Creative iMedia in the media industry (EA)
 - R094: Visual identity and digital graphics (NEA)
- Optional units R095 – R099 (NEA) Choose **one** from:
 - R095 Characters & comics
 - R096 Animation with audio
 - R097 Interactive digital media
 - R098 Visual imaging
 - R099 Digital games.

Part 2

Assessment Summary

Assessment summary and weightings

Unit	Assessment
R093: Creative iMedia in the Media industry	40% of total mark 70 marks 1 hr 30 mins Externally assessed written exam
R094: Visual identity and digital graphics	25% of total mark 50 marks 10-12 hrs Internally assessed, externally moderated
R095 – R099 (choose one)	35% of total mark 70 marks 12-15 hrs Internally assessed, externally moderated

Guidance on assessment

- Assessment is based on candidates applying their learning for themselves, not being told exactly what to do
- Candidates must follow the tasks individually – detailed additional instructions are not permitted
- Teachers must not provide model answers or writing frames to scaffold the portfolio of evidence.
- **Only OCR supplied templates can be used** (for example, the asset table or storyboard template in the current specification)

Assessment format and materials

- NEA unit assessments must use the live OCR-Set Assignment scenario.
- One Set Assignment scenario for each unit, specific to the unit
- Set Assignments are released on 1st June each year, for use (i.e. entered for moderation) in the following January and June ONLY.
- Example materials are available to show the format and style of the Set Assignments

Part 3

Unit Summary

Key Points: R093 Creative iMedia in the media industry

- Mandatory unit
- 48 GLH (larger than J817 EA unit 30 GLH)
- Externally assessed through 1hr 30 minute written paper
- Worth 40% of the final mark
- Range of short response and extended response questions

Key Points: R094 – Visual identity and digital graphics

- Mandatory unit
 - 30 GLH (same as current specification unit R082)
 - Internally assessed and externally moderated
 - Assessment notionally 10-12 hrs
 - Worth 25% of the final mark
-
- Visual identity is a new element
 - Digital graphics content is largely similar to R082
 - Does not include review / evaluate Topic Area (this is assessed in the optional unit)

Key Points: R095 - R099

- All optional units are similar in terms of content, size, demand and challenge
- Each optional unit is 42 GLH
- Each assessment requires notionally 12-15 hours
- All optional unit assessments follow the same pattern:
 - TA1 Plan
 - TA2 Create
 - TA3 Review

Part 4

Assessment Overview

Assessment series and entry options

- The R094 coursework has been a website graphic for a business called Metamoda who sell products in the Metaverse and a holding screen graphic for an historical game for a business called Midnight Games
- This coursework is submitted in **May of Year 10**
- The R095 coursework has been a comic for a business called Eclobal who wanted to promote recycling and reuse of clothing, food or plastics amongst a teenage audience.
- This coursework is submitted in **May of Year 11**
- The R093 Creative iMedia in the media industry exam is sat in **May/June of Year 11**

Terminal Assessment rule

The externally assessed written exam (R093) must be taken in the final series – at the END of the course.

Year 10

R094 coursework

Year 11

R095 Coursework

Year 11

R093 Exam

Part 5

Further details

john.holmes@stm.318education.co.uk