

OCR Creative iMedia

Level 2 Specification map

Unit content

Unit R093: Creative iMedia in the media industry

Pack A

Pack B

Pack C

Topic Area 1: The media industry

1.1	Media industry sectors and products	✓		
1.2	Job roles in the media industry	✓		

Topic Area 2: Factors influencing product design

2.1	How style, content and layout are linked to the purpose	✓		
2.2	Client requirements and how they are defined	✓		
2.3	Audience demographics and segmentation	✓		
2.4	Research methods, sources and types of data	✓		
2.5	Media codes used to convey meaning, create impacts and engage audiences	✓		

Topic Area 3: Pre-production planning

3.1	Work planning		✓	
3.2	Documents used to support ideas generation		✓	
3.3	Documents used to design and plan media products		✓	
3.4	The legal issues that affect media			✓

Topic Area 4: Distribution considerations

4.1	Distribution platforms and media to reach audiences			✓
4.2	Properties and formats of media files			✓

OCR Creative iMedia

Level 2 Specification map

Unit content

Unit R094: Creating digital graphics

Pack A

Pack B

Topic Area 1: Develop visual identity

1.1	Purpose, elements and design of visual identity	✓	
-----	---	---	--

Topic Area 2: Plan digital graphics for products

2.1	Graphic design and conventions	✓	
2.2	Properties of digital graphics and use of assets	✓	✓
2.3	Techniques to plan visual identity and digital graphics	✓	

Topic Area 3: Create visual identity and digital graphics

3.1	Tools and techniques of image editing software used to create digital graphics		✓
3.2	Technical skills to source, create and prepare assets for use within digital graphics		✓
3.3	Techniques to save and export visual identity and digital graphics		✓

OCR Creative iMedia

Level 2 Specification map

Unit content

Unit R095: Creative iMedia in the media industry

Pack A	Pack B	Pack C
--------	--------	--------

Topic Area 1: Planning characters and comics

		Pack A	Pack B	Pack C
1.1	Character features and conventions	✓		
1.2	Conventions of comics	✓		
1.3	Resources required to create characters and comics	✓		
1.4	Pre-production and planning documentation and techniques for characters and comics		✓	

Topic Area 2: Create characters and comics

		Pack A	Pack B	Pack C
2.1	Techniques to obtain and create components for use within comics		✓	
2.2	Technical skills to create comics			✓
2.3	Techniques to save and publish characters and comics			✓

Topic Area 3: Review characters and comics

		Pack A	Pack B	Pack C
3.1	Techniques to check and review characters and comics			✓
3.2	Improvements and further developments			✓

OCR Creative iMedia

Level 2 Specification map

Unit content

Unit R097: Creative iMedia in the media industry

Pack A

Pack B

Pack C

Topic Area 1: Planning interactive digital media

		Pack A	Pack B	Pack C
1.1	Types of interactive digital media, content and associated hardware	✓		
1.2	Features and conventions of interactive digital media	✓		
1.3	Resources required to create interactive digital media products	✓		
1.4	Pre-production and planning documentation and techniques for interactive digital media	✓		

Topic Area 2: Create interactive digital media

		Pack A	Pack B	Pack C
2.1	Technical skills to create and/or edit and manage assets for use within interactive digital media products		✓	
2.2	Technical skills to create interactive digital media			✓
2.3	Techniques to save and export/publish interactive digital media			✓

Topic Area 3: Review interactive digital media

		Pack A	Pack B	Pack C
3.1	Techniques to test/check and review interactive digital media			✓
3.2	Improvements and further developments			✓