

QE GCSE

Induction Pack for Cambridge Nationals In Creative iMedia

A guide to help you get ready for
GCSE @ QE



Induction pack contents...

Introduction

This pack contains a programme of information, tasks, activities and resources to help you prepare for Creative iMedia. It is meant to be used in the second half of the summer term to ensure you are ready to start your course in the right way.



You should to create a separate slides/powerpoint file to work through the tasks and activities in the pack

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Please ask if you have any questions about the content of this pack

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Course Structure Recap...

You have already seen this information in your GCSE booklet when deciding which subjects to choose from. But it is important for us to look back over this so you know what to expect.

What is *Level 2 Certificate* in Creative iMedia All About?

Digital Media is a key part of many areas of our everyday lives. The creation of digital media products is a requirement of almost every business so there is huge demand for a skilled and digitally literate workforce.



The Creative iMedia course is media sector-focused, including graphic design, web development and multiMedia studies, and has IT at its heart. It offers a chance to develop in key transferable areas from pre-production skills such as research and design to practical skills like digital graphics and website creation, with a strong emphasis on communicating creative concepts using a hands-on approach to learning.

This courses deliver skills across the whole range of learning styles and abilities and is effective for engaging and inspiring all students to achieve great things. If you want to get stuck into the creative side of IT, then this is the course for you!

Assessment

Unit	Name	Percentage	Assessment
R081	Pre-Production Skills	25%	1 hour 15 minutes written exam paper
R082	Creating Digital Graphics	25%	10 hours Controlled Coursework
R085*	Creating a Multipage Website	25%	10 hours Controlled Coursework
R087*	Creating Interactive MultiMedia Products	25%	10 hours Controlled Coursework

***Optional Units**

What does it mean by “Controlled Coursework”?

This is where you will be completing a piece of coursework in 10 hours under exam conditions. It will be broken into small blocks to complete separate sub tasks.

Sixth Form Progression / Related Careers

BTEC Level 3 ICT is a commonly seen progression for students moving on from the Creative iMedia course; with potential for advancement into careers in the IT and creative technology sectors.

Grading...



When you are moved into GCSE you will find that not all subject use the same grading systems.

Creative iMedia is a little different. You will see below a table which explain the different grades you can get and how these compare to GCSE 1- 9.

Creative iMedia Grade	GCSE Equivalent
Level 1 Pass (P1)	1
Level 1 Merit (M1)	2
Distinction at Level 1 (D1)	3
Level 2 Pass (P2)	4
Level 2 Merit (M2)	5.5
Level 2 Distinction (D2)	7
Level 2 Distinction* (D2*)	8.5

Useful Research & Materials...

It is important that you know where to go to get extra support and help during the whole course and help you with some of the tasks in this booklet.



Book List

- ★ OCR Cambridge Nationals. Creative iMedia L1/L2 Pre-Production Skills and Creating Digital Graphics**: [Book Link](#)
- ★ Cambridge National Level 1 / 2 Creative iMedia: [Book Link](#)

***I would recommend getting at least the white revision guide as this will be helpful to you.*

General Websites:

- ★ That Blue Square Thing: [Website Link](#)



Theory Skills Websites

- ★ MissChambersICT - R081 Exam Videos: [Website Link](#)
- ★ Mrs G33k = R081 - Exam Paper Walkthrough: [Website Link](#)
- ★ Miss Patel Revision Videos: [Website Link](#)
- ★ Past Papers and Mark schemes: [Website Link](#)
- ★ Keywords Revision: [Website Link](#)

Coursework Skill Websites:

- ★ Mrs G33k = Photoshop Basics: Essentials: [Website Link](#)
- ★ Glimpse: [Website Link](#)
- ★ GIMP: [Website Link](#)
- ★ HTML SKILLS: [Website Link](#)
- ★ W3 SCHOOL HTML: [Website Link](#)

Copyright & Referencing Websites:

How to reference and avoid plagiarism: [Website Link](#)

Best practice for referencing: [Website Link](#)



Technical Dictionaries

<https://techterms.com/>
<https://www.teach-ict.com/glossary/A.htm>

What makes a good Creative iMedia student?...

Independence

Willing to practice skills

Grit/Effort

Problem
Solving

Can learn new skills in new
software

Not Giving Up

Staying up to
date with
coursework -
attend catch up
sessions

Resilience

Hard work



Creative iMedia

Curious

Improve and develop
work

Creative

Organised - Meet
Deadlines

Asking for help from
other students before
asking the teacher

Thinking out
the box

Can work alone
and or in a group

Theory Skills...

Here are some tasks to help you develop your understand - what we called the “theory side” of Creative iMedia.

1: Different Products and Digital Products

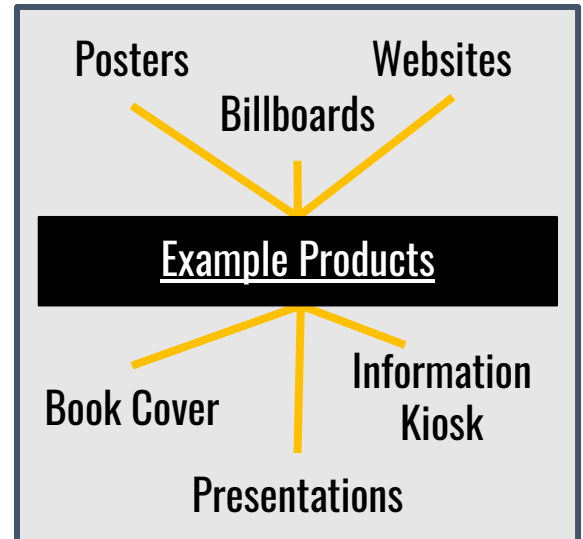
There are lots of products around us which have had considerable thought and design put into them. There are some examples on the mindmap.

Theory Task 1:

Can you think of any other products that could be added?

If you take a few of those products - could you find a real example and identify the following:

- ★ Target Audience
- ★ Purpose
- ★ Reasons for design choices



2: 5 Pre-Production Documents

These are the 5 pre-production documents we use when research and planning products.

Theory Task 2:

Can you find 5 images to show what these document would look like?

Can you identify what you think the purpose of each one is?

5 Pre-Production Documents:

1. Mindmap
2. Moodboard
3. Visualisation Diagram
4. Storyboard
5. Script

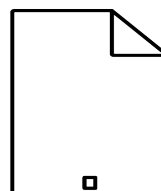
3: Copyright & Referencing

Understanding what copyright is and why referencing correctly is so vital when creating products

Theory Task 3:

Using the video and poster links to the left

Can you correctly reference and explain the term “copyright” and include the reference for a copyright image?



R081 Example Exam Question ...

Here is an example of a 1 type of typical exam question you might experience. What do you think?

Answer **all** the questions.

SECTION A

Progressive Park is a theme park which has a new ride opening next summer. The new rollercoaster ride will allow riders to wear virtual reality goggles as they speed through different parts of the United Kingdom (UK) at various times in its history.

1 You have been asked to create a visualisation diagram for a poster that will be used to promote the new ride.

(a) Identify **three** items, other than annotations, which could be included on the visualisation diagram for the poster.

1.....

2.....

3.....

[3]

(b) Explain **one** reason why annotations would be added to the visualisation diagram for the poster.

.....

.....

.....

.....

[2]

(c) Explain **one** purpose of the visualisation diagram for the poster.

.....

.....

.....

.....

[2]

There will always be some sort of mini client brief

Some of your answers need to be linked to the client

2 During the first project meeting about the new ride, ideas were expressed by different members of the design team.

(a) Identify the **most** appropriate pre-production document to capture these ideas.

.....

.....

[1]

(b) Identify **two** items that would be included on this document.

1.....

2.....

[2]

Some of your answers are more general

Coursework Skills...

Here are some tasks to help you develop your coursework skills.

Have a go!

1: Editing Images

In R082 you will need to be able to edit images to create a final product.

In school we use Photoshop; which you currently have access to from home for free - if you would like to get it then please email your course leader.

Two free online options are: [Glimpse](#) & [Gimp](#)

Skills Task 1: Can you take several images and bring them together to create a sensible scene - like the cat on the building? As creative as you!



2: Website Design

In R085 you will be create a website with a variety of features. We use Dreamweaver to create our websites.

You have already done some work in HTML using notepad.

Skills Task 2: Using your previous website skills in notepad from [Teach ICT](#) & [W3 Schools](#) - can you create a simple homepage and "contact us" page for a local charity

```
1  <!DOCTYPE html>
2  <html>
3      <head>
4          <title>Example</title>
5          <link rel="stylesheet" href="sty
6      </head>
7      <body>
8          <h1>
9              <a href="/">Header</a>
10         </h1>
11         <nav>
12             <a href="one/">One</a>
13             <a href="two/">Two</a>
14             <a href="three/">Three</a>
15         </nav>
```

3: Multimedia Design

In R087 you will be creating an interactive product that uses a variety of different multimedia features.

You may have already played with Slides and Powerpoint

Skills Task 3: Can you create an interactive product that explains the importance of healthy eating to young children (3 - 5 years)



Example Client Brief for controlled coursework ...

Here is an example of a typical client brief that you would be given for one of the coursework units.

OCR Level 1/2 Cambridge Nationals in Creative iMedia

Scenario for the assignment – A DVD cover for 'Energy Matters'

Your client is producing a new film and needs to begin the development of the DVD cover. The title of the film is 'Energy Matters' and it is about the World's demand for energy in the year 2020. The film is expected to be given a Certificate 12 rating when released. The DVD cover produced must be a single piece of digital graphic artwork that includes front cover, back cover and the spine.

A high quality file for print purposes must be created together with a low resolution version suitable for use on a website. The website version will be used for promotion and be 400 pixels wide to fit the web page layout.

Read through all of the tasks carefully, so that you know what you will need to do to complete this assignment.

All units have the same structure when you break down the sub tasks that you will need to complete based around the client brief

These are:

LO1 – Investigation

LO2 – Planning and Design

LO3 – Creating A Product

LO4 - Review



Cambridge National in Creative iMedia Planning Stages Knowledge Organiser	
<p>Define these key roles:</p> <ul style="list-style-type: none"> » Client - » Designer - » End User - 	<p>What risks are involved in completing different projects?</p>
<p>How can clients communicate their project requirements to a designer?</p>	<p>What is a risk assessment?</p>
<p>What information might a client's requirements of a project include?</p>	<p>What is location recce? Why are these used?</p>
<p>Designers must identify a project's target audience so that the work meets their needs and is suitable for who it was intended for. Explain each of these attributes that can be used to categorise a project's target audience...</p> <ul style="list-style-type: none"> » Gender - » Age - » Ethnicity - » Income - » Location - » Accessibility - 	<p>What are safer working practices? Give examples...</p>
<p>The following are elements a Work Plan might contain. Explain what each element is...</p> <ul style="list-style-type: none"> » Tasks - » Timescales - » Resources - » Milestones - » Contingencies - 	<p>What is intellectual property?</p>
<p>What is Workflow?</p>	<p>When sourcing assets like images and videos, designers must not break the law. Explain what each of these legal issues is and explain how designers can avoid breaking laws in their work.</p> <ul style="list-style-type: none"> » Copyright - » Trademarks -
<p>Before completing a project, research might need to be carried out. Explain the two types of research sources...</p> <ul style="list-style-type: none"> » Primary Research Sources - » Secondary Research Sources - 	

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Can you fill in the gaps in this blank knowledge to help you start understanding some of the keywords we use in Creative iMedia. Use the space provided or you could add it your Slides/Powerpoint file.

Know Your Keywords...

GCSE @

Queen Elizabeth's **QE**