Cambridge Nationals are vocationally related qualifications that take an engaging, practical and inspiring approach to learning and assessment. They’re industry relevant, geared to key sector requirements and very popular with schools and colleges because they suit such a broad range of learning styles and abilities.

The new generation of Cambridge Nationals has been developed to ensure that they build upon the legacy and reputation of the existing qualifications, which are taught in over 3,000 centres.

Created to bring together the Wolf Report recommendations and industry need

The Cambridge Nationals in Creative iMedia have been founded upon the recommendations of the Wolf Report and created in partnership with teachers, students, education specialists and industry-leading employers. This collaborative approach has resulted in a qualification that offers students a solid foundation for their future studies and career.

CAMBRIDGE NATIONALS AND CAMBRIDGE TECHNICALS – HOW THEY DIFFER

Cambridge Nationals in Creative iMedia are targeted at 14-16 year olds in a school environment. They’re available as an Award, Certificate and Diploma* with the Certificate being the same size as a GCSE. They use both internal and external assessment and the Certificate is recognised by the recently published DfE Performance Tables for 2015.

Cambridge Technicals are targeted at students aged 16+ in either a school or an FE environment. They allow for greater flexibility with the choice of units that make up the qualification and are wholly internally assessed. In addition, the Level 3 qualifications have UCAS points, supporting progression to higher education.

* Diploma currently awaiting accreditation.
The next generation of vocational

Digital Media plays an important part in many areas of our everyday lives and is also an important part of the UK economy. There is a demand from employers for an increasingly skilled and technically literate workforce as more and more media products are produced digitally. Cambridge Nationals in Creative iMedia provide students with specific and transferable skills and a solid foundation in understanding and applying this subject, whether it is in employment or higher education.

In line with the recommendations from the Wolf Report and feedback from customers, we have:

- Introduced some external assessment
- Retained visiting moderation and introduced postal and repository options
- Combined Levels 1 and 2
- Streamlined the number of units
- Introduced a Distinction* grade at Level 2
- Changed the way grades are determined, so good performance in some units will compensate for weaker performance in others, so that the qualification recognises each student’s strengths
- Designed the qualifications with your curriculum in mind: Award 60 guided learning hours (glh), Certificate 120 glh and Diploma* 240 glh.

*Diploma currently awaiting accreditation.
Cambridge Nationals in Creative iMedia

Cambridge Nationals in Creative iMedia are media sector-focused, including film, television, web development, gaming and animation, and have IT at their heart. They provide knowledge in a number of key areas in this field from pre-production skills to digital animation and have a motivating, hands-on approach to both teaching and learning. Cambridge Nationals deliver skills across the whole range of learning styles and abilities, effectively engaging and inspiring all students to achieve great things.

Cambridge Nationals in Creative iMedia consist of three qualifications: an Award (60 glh requiring two units), a Certificate (120 glh requiring four units) and a Diploma* (240 glh requiring eight units).

<table>
<thead>
<tr>
<th>Units</th>
<th>Assessment method</th>
<th>GLH</th>
<th>J807 Award 60 GLH</th>
<th>J817 Certificate 120 GLH</th>
<th>J827 Diploma 240 GLH</th>
</tr>
</thead>
<tbody>
<tr>
<td>R081: Pre-production skills</td>
<td>Written paper 1 hour 15 minutes</td>
<td>30</td>
<td>M</td>
<td>M</td>
<td>M</td>
</tr>
<tr>
<td>R082: Creating digital graphics</td>
<td>Centre assessed task, OCR moderated</td>
<td>30</td>
<td>M</td>
<td>M</td>
<td>M</td>
</tr>
<tr>
<td>R083: Creating 2D and 3D digital characters</td>
<td>Centre assessed task, OCR moderated</td>
<td>30</td>
<td>N/A</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>R084: Storytelling with a comic strip</td>
<td>Centre assessed task, OCR moderated</td>
<td>30</td>
<td>N/A</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>R085: Creating a multipage website</td>
<td>Centre assessed task, OCR moderated</td>
<td>30</td>
<td>N/A</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>R086: Creating a digital animation</td>
<td>Centre assessed task, OCR moderated</td>
<td>30</td>
<td>N/A</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>R087: Creating interactive multimedia products</td>
<td>Centre assessed task, OCR moderated</td>
<td>30</td>
<td>N/A</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>R088: Creating a digital sound sequence</td>
<td>Centre assessed task, OCR moderated</td>
<td>30</td>
<td>N/A</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>R089: Creating a digital video sequence</td>
<td>Centre assessed task, OCR moderated</td>
<td>30</td>
<td>N/A</td>
<td>O</td>
<td>O</td>
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<tr>
<td>R090: Digital photography</td>
<td>Centre assessed task, OCR moderated</td>
<td>30</td>
<td>N/A</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>R091: Designing a game concept</td>
<td>Centre assessed task, OCR moderated</td>
<td>30</td>
<td>N/A</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>R092: Developing digital games</td>
<td>Centre assessed task, OCR moderated</td>
<td>30</td>
<td>N/A</td>
<td>O</td>
<td>O</td>
</tr>
</tbody>
</table>

Key: M = mandatory unit  
O = optional unit

*Units R088 and R089 are a barred combination – i.e. a student may take only one of these optional units

*Diploma currently awaiting accreditation.
Creative iMedia units

Unit R081: Pre-production skills
Planning is an essential part of working in the creative and digital media sector. This unit will enable students to understand pre-production skills and techniques used in the sector, as well as gain the knowledge and skills to create digital media products and explore their application.

It will also develop their understanding of the client brief, time frames, deadlines and preparation techniques that form part of the planning and creation process.

Content includes:
- Understanding the purpose and content of pre-production
- Being able to plan pre-production
- Being able to produce and review pre-production documents.

Unit R082: Creating digital graphics
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 products to communicate messages effectively.

The aim of this unit is for students to understand the basics of digital graphics editing for the creative and digital media sector. This unit builds on Unit R081.

Content includes:
- Understanding the purpose and properties of digital graphics and knowing where and how they are used
- Being able to plan the creation of a digital graphic
- Having the knowledge to create new digital graphics, using a range of editing techniques
- Being able to review a digital graphic against a specific brief.

Unit R083: Creating 2D and 3D digital characters
From film and television to computer gaming, central digital characters are the foundations upon which whole projects are built in the creative and digital media sector.

This unit will enable students to understand the basics of character modelling in this sector. It will also develop their knowledge of where 2D and 3D digital characters are used in the media industry, be it television, film, web applications or computer gaming. This unit builds on Units R081 and R082.

Content includes:
- Understanding the properties and uses of 2D and 3D digital characters
- Being able to plan original 2D and 3D digital characters
- Gaining the knowledge to create and test 2D and 3D digital characters, using software
- Being able to review 2D and 3D digital characters against a specific brief.

Unit R084: Storytelling with a comic strip
Comic strips are as popular today as ever. They have evolved from their origins in the early part of the 20th century as simple story strips, to become whole genres of interest that span the entire world.

Through this unit, students will explore different genres of comic strip and the basics of comic strip creation. This unit builds on Units R081 and R082.

Content includes:
- Understanding comic strips and their creation
- Being able to plan and produce a multipage comic strip
- Developing the knowledge to review the final multipage comic strip against a specific brief.
Unit R085: Creating a multipage website

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.

Students will have the opportunity to understand the basics of creating multipage websites through this unit. They will also be able to demonstrate their creativity by combining components to create a functional, intuitive and aesthetically pleasing website. This unit builds on Units R081 and R082.

Content includes:

• Gaining knowledge of the properties, purposes and features of multipage websites
• Being able to plan and create multipage websites, using multimedia components
• Developing the knowledge to review the final website against a specific brief.
Unit R087: Creating interactive multimedia products

Interactive multimedia products are featured widely in everyday life and in the creative and digital media sector. They are used in computer games, mobile phone applications, presentations and many other areas.

Through this unit, students will explore 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. This unit builds on Units R081 and R082.

Content includes:
- Understanding the purposes, uses and properties of interactive multimedia products
- Being able to plan and create interactive multimedia products to a client’s requirements
- Being able to review interactive multimedia products, identifying areas for improvement.

Unit R086: Creating a digital animation

Digital animation is used in a wide range of applications in the creative and digital media sector. It can enhance applications, and be used to entertain and inform the viewer.

This unit will enable students to understand the basics of digital animation for the creative and digital media sector. They will be able to plan a digital animation to a client brief, use software to create the animation and be able to store, export and review the final product. This unit builds on Units R081 and R082.

Content includes:
- Understanding different types of digital animation techniques and knowing where they are used
- Being able to plan and create a digital animation
- Developing the knowledge to test and review a completed animation against a specific brief.
Unit R088: Creating a digital sound sequence

Gaming technologies, mobile phones and multimedia websites all use digital sound sequences to enhance and inform their content.

The aim of this unit is that students will understand where digital sound sequences are used in the media industry such as radio, film, web applications or computer gaming. They will also learn how these technologies are developed to reach an identified target audience. This unit builds on Unit R081.

Content includes:
- Gaining knowledge of the uses and properties of digital sound
- Being able to plan, create and edit a digital sound sequence
- Having the understanding to review the final sound sequence against a specific brief.

Unit R089: Creating a digital video sequence

Gaming technologies, mobile phones, multimedia websites, film and television productions all use digital video sequences to enhance and inform their content.

This unit will give students the opportunity to understand where digital video sequences are used in the media industry such as television, film, web applications or computer gaming. They will also learn how these technologies are developed to reach an identified target audience. This unit builds on Unit R081.

Content includes:
- Understanding the uses and properties of digital video
- Gaining the knowledge to plan, create and edit a digital video sequence
- Being able to review the final video sequence against a specific brief.

Unit R090: Digital photography

Digital photography is used in a variety of different situations and circumstances. These range from professional photographers taking wedding and special event photographs to informal holiday and social networking photographs.

In this unit, students will learn about different types of digital photographic equipment, features and settings used in digital photography, how to plan a photo shoot and how to present their portfolios. This unit builds on Unit R081.

Content includes:
- Gaining knowledge of the features and settings of digital photographic equipment
- Being able to plan a photo shoot
- Understanding how to take and display digital photographs
- Developing the knowledge to review the final portfolio against a specific brief.
Unit R091: Designing a game concept

This unit will enable students to understand the capabilities and limitations of a range of platforms. They will be able to identify core features of digital games and gain the knowledge to create a games design concept proposal that can be presented to a client for critical review.

They will also explore the basics of planning and designing digital games for the creative digital media sector, and look at different types of digital games and where they are used. This unit builds on Units R081 and R082.

Content includes:

• Understanding digital game types and platforms
• Developing the knowledge to plan a digital game concept
• Being able to design a digital game proposal and present it to a client or focus group
• Learning how to review a digital game proposal.

Unit R092: Developing digital games

Through this unit, students will examine the basics of creating digital games and their environments for the creative and digital media sector. They will also develop the know-how to create a playable game from an existing design or brief. This unit builds on Units R081 and R082.

Content includes:

• Understanding game creation hardware, software and peripherals
• Being able to plan and create a digital game
• Knowing how to test a game with a client or focus group, identifying any areas for improvement
• Gaining the knowledge to review the creation of a digital game.
Next steps for your students – future progression to other qualifications

Cambridge Nationals in Creative iMedia lead to a wide range of general and vocational qualifications for your students.