OCR Level 2 Certificate for Creative iMedia (500/8529/3)

Overview
This qualification is designed for students aged 16-19 wanting to specialise in creative and digital media. This qualification is for someone who is looking to work creatively with digital technologies. Due to the nature of digital technology, the skills that the student will develop through successful completion of these qualifications will enable them to seek employment more widely across a range of sectors.
For students looking to develop the creative and digital skills needed for a range of media roles, this qualification gives them the solid foundation skills, as well as awareness and understanding of the core skills required for these roles.

This qualification has been designed so that it can be delivered in one year.   There are no formal entry requirements for this qualification.

What does this qualification cover?
To complete this qualification the student will need to achieve approximately 5 to 8 units that add up to 24 credits and all students must take the mandatory unit, Pre-Production Skills.

Pre-Production Skills provides students with the core awareness and skills when preparing to create digital products. Students will develop an appreciation of the importance of planning documentation, the details required to support the development of the products and also the creative skills required to bring the plans to life. Students will learn how to create the documentation considering a number of criteria to include the client requirements, audience and purpose. Students will also learn how to critique their own work and to accept and apply feedback that is given to them.

There are 16 optional units from which a student can choose their remaining units. The student can choose units that will develop sector relevant skills whilst still expressing their creativity. For example, the student may choose units where assets such as images or web pages or animations can be planned and created for use in other projects or modules or repurposed (a technical term for the sector where they are adapted to suit a different need) as they would be within the sector.

OCR will encourage the school or college delivering this qualification to develop relationships with local employers or media groups and engage them in the delivery of the learning content as this will ensure that the students can appreciate different perspectives and also to identify what is required within the creative and digital sector. Schools and colleges are also encouraged to support students who actively seek their own experience and placements where they can develop the skills they gain from taking this qualification.

What could this qualification lead to?
This qualification will provide progression to employment through apprenticeships across a range of sectors depending on the students' creative preferences. Apprenticeships could include those in IT, Media or Business and support roles with IT such as IT Support, web content management and system development administration.
Regardless of choice for the optional units the student will be able to take the core knowledge they gain and apply it to a range of progression opportunities or job roles, in a range of sectors to include media management, web content creation and social media.

This qualification is part of a larger suite of Level 2 Creative iMedia Qualification. The suite consists of this Certificate, an Award and a Diploma.

All qualification sizes are designed to be taken alongside other qualifications.

Students taking the Certificate can gain an overview and introduction to the creative media activities and roles before deciding to pursue a career in Digital Media. The Certificate takes approximately 180-195 guided learning hours to deliver. This means it is a similar size to one and a half GCSEs.   This gives the student the flexibility to take a range of other qualifications, whether vocational or academic, in preparation for further study or employment in the sector or cross sector based on their desired roles. This gives students the opportunity to develop skills holistically, to be applied to digital media across a range of sectors.