

Introduction

This qualification has been developed in consultation with partners in industry, further education and schools. It has been designed to introduce skills and knowledge for use and development within the dynamic interactive media industry.

The purpose of this qualification is to develop candidates' skills in the use of applications to provide a product or service to meet their customers' needs. In order to achieve a Certificate qualification, candidates are required to achieve three units, the mandatory unit plus two additional optional units. The optional units allow candidates to develop skills in a range of different sectors. In order to achieve a Diploma qualification, candidates are required to achieve five units, the mandatory unit plus four additional optional units.

These qualifications have been accepted by the Qualifications and Curriculum Development Authority (QCDA) for inclusion in the National Qualifications Framework (NQF).

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Target audience

The Level 1 qualification is designed for people who want to gain skills to work in the interactive media industry ultimately as web developers, game designers, producers of interactive products, etc.

They will be suitable for those in full-time education who wish to gain access to the iMedia industry. They will also be suitable for those in employment who wish to develop skills in one or more specialist areas in order to meet the requirements of their workplace situation and job role; and those following part-time courses for skill development or recreational purposes.

The target group is likely to include individuals working in, or preparing for, roles/work activities such as the following:

Web design, graphic art, multimedia production, flash animation, animation, sound design and editing, special effects, video production, logo/titles design, desktop publishing, games design, storyboarding.

Although there are no formal entry requirements for this qualification, it is anticipated that, before potential candidates will be able to show evidence of basic IT literacy and show an interest in developing their skills and creativity further; demonstrate skills and knowledge at the appropriate level in the key skills areas of communication and working with others.

Qualification structure

OCR Level 1 Certificate/Diploma for iMedia Users

Mandatory unit

Unit 1 Exploring the Digital World of Media

Optional units

Unit 2 Introduction to Web Page Production

Unit 3 Creating an Animated Object

Unit 4 Introduction to Digital Imaging

Unit 5 Digital Sound and Video

Unit 6 Interactive Media Presentations

Unit 7 Design and Test Computer Games

To achieve the Certificate, candidates must complete the mandatory unit and two optional units.

To achieve the Diploma, candidates must complete the mandatory unit and four optional units.

Approval and Funding

These qualifications are accredited to the National Qualifications Framework and are eligible for funding under Learning and Skill's Council's Section 96 and 97 arrangements for learners of all ages.

Assessment

All units within this qualification are locally assessed via either an OCR-set or centre-devised practical assignment. All units are then externally moderated by OCR. It is the responsibility of the centre and candidate to ensure that work produced meets all of the evidence requirements as specified in the evidence checklist which accompanies the unit. Copies of centre-devised assignments should be included with the candidates work.

Prior to completing the assignment, candidates must have completed all tutorials and teaching sessions. There is no time limit for candidates to complete the assignment, however, between assessment sessions, work must be locked in a secure place.

The centre assessor is responsible for marking candidate's work in the centre. Large centres are likely to have more than one centre assessor, in which case they should take steps to ensure that the standard of assessment is consistent.

Centres are responsible for identifying staff that are able to act as centre assessors. OCR makes no specification regarding the background and experience of centre assessors other than they must mark the candidates' work in accordance with the unit specifications, the assignments and the assessment guidance.

Tutor Handbooks which contain the qualification specifications can be downloaded from the OCR website at www.ocr.org.uk and the OCR iMedia microsite www.imedia.ocr.org.uk

Guided learning hours

It is suggested that an average candidate with the stated recommended prior learning should take around 30 guided learning hours to acquire the knowledge, understanding and skills necessary to demonstrate each assessment objective successfully.

OCR makes no specification regarding programmes of learning leading to this qualification. Experience of a qualification at this level would suggest that both full time and part time study would be suitable.

Qualification support

The **Tutor's Handbook** on **CD ROM** offers centres a comprehensive guide to the structure and administration of this qualification. This can be purchased from OCR Publications, PO Box 5050, Annesley, Nottingham NG15 0DL. Telephone: 0870 770 6622 or Order online: <http://publications.ocr.org.uk>

The OCR iMedia Users Microsite, www.imedia.ocr.org.uk contains all the most up-to-date and relevant information about the qualification including the qualification specification.

OCR runs a regular programme of **Centre Training Events** to help centres maintain best practice in their delivery of this qualification. For more details contact OCR Training on 024 76 496398 or email training@ocr.org.uk

Progression routes and the National Qualifications Framework

Candidates who successfully complete the OCR Level 1 Certificate/Diploma for iMedia Users may progress to qualifications at Level 2 of the National Qualifications Framework.

What to do next?

To seek approval to offer the qualification(s), please apply on-line following the step-by-step guide to applying for approval for vocational qualifications indicated on our 'Centre Approval' webpage.

You might be interested to know that OCR staff are available to help with any aspect of setting up a vocational assessment centre. Through an advisory telephone call or a centre visit, we can assist, not only with the completion of the form, but also provide advice on the following areas:

- identifying potential candidates and marketing opportunities
- meeting OCR requirements
- identifying resourcing levels, both in terms of staff and equipment
- the documents you might need for the benefit of the candidates and a smooth running centre operation

For further information, please get in touch with our **Customer Contact Centre** by phone: **(024 7685 1509)**; email: vocational.qualifications@ocr.org.uk; or in writing: **OCR Customer Contact Centre, OCR, Westwood Way, Coventry, CV4 8JQ.**

A summary of how the approval process works is provided in our **Admin Guide for Vocational Qualifications** (publication ref. code: A850). Our **Fees List** contains the charges for centre evaluation, candidate entries and certification. Both documents are available to download from our website www.ocr.org.uk

www.ocr.org.uk

OCR customer contact centre

Vocational qualifications

Telephone 024 76 851509

Facsimile 024 76 851633

Email vocational.qualifications@ocr.org.uk

General qualifications

Telephone 01223 553998

Facsimile 01223 552627

Email general.qualifications@ocr.org.uk

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1 Hills Road, Cambridge CB1 2EU

Telephone 01223 552552

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