

Creative iMedia

Level 1 Award for Creative iMedia

Scheme code 04304

Level 1 Certificate for Creative iMedia

Scheme code 04305

Level 1 Diploma for Creative iMedia

Scheme code 04306

Level 2 Award for Creative iMedia

Scheme code 04307

Level 2 Certificate for Creative iMedia

Scheme code 04308

Level 2 Diploma for Creative iMedia

Scheme code 04309

Level 3 Award for Creative iMedia

Scheme code 04310

Level 3 Certificate for Creative iMedia

Scheme code 04311

Level 3 Diploma for Creative iMedia

Scheme code 04312

Contents

1	Introduction	4
1.1	The OCR Creative iMedia suite of qualifications	5
1.2	Administration arrangements for these qualifications	5
1.3	What is the Qualifications and Credit Framework (QCF)?	5
1.4	If centre staff have queries	6
1.5	Documentation updates	6
2	General information	7
2.1	Qualification profile	7
2.2	Target market	16
2.3	Qualification aims	16
2.4	Statement of level	17
2.5	Entry requirements	17
2.6	Unique Learner Number (ULN)	17
2.7	Entry restrictions	17
2.8	Progression opportunities	18
2.9	Supporting candidates	18
2.10	Wider issues	18
2.11	Guided learning hours	19
2.12	Funding	19
2.13	Mode of delivery	20
2.14	Resources	20
2.15	Delivery in Wales and Northern Ireland	20
2.16	Arrangements for candidates with access-related needs	21
2.17	Results enquiries and appeals	21
2.18	Centre malpractice guidance	22
3	Assessment and moderation	23
3.1	Internal Assessment	23
4	Certification	25
4.1	Claiming certificates	25
4.2	Replacement certificates	25
5	Qualification structure and units	26
5.1	Qualification structure	26
5.2	Unit format	28
5.3	Units	29
6	Administration arrangements	30
6.1	How to gain centre approval	30
6.2	How to register candidates	30
6.3	How to make claims	30
6.4	How to make an enquiry about results or appeal against a result	30
7	Supporting Documentation	31
7.1	OCR assessment material	31

8	Guidance For Candidates	32
8.1	What do I have to do to achieve these qualifications?	32
8.2	What if I cannot complete enough units for a full award?	32
8.3	How do I know that these qualifications are right for me?	32
8.4	How are the units tested?	32
8.5	Do I need to pass all of the units?	32
8.6	How do I keep track of my achievements?	33
8.7	Can my work for these qualifications count towards Key Skills?	33
8.8	Finally	33
9	Mapping/Exemptions/Barred Combinations	34
9.1	Mapping to National Occupational Standards	34
9.2	Equivalences	38
9.3	Barred Combinations	40
10	Further Support and Information	41
10.1	General enquiries	41
10.2	Centre Approval, Candidate Registration and Certification	41
10.3	Results enquiries	41
10.4	Customer feedback	42
10.5	OCR Training Events	42
10.6	OCR Publications	42
10.7	Publications (related to these qualifications)	43

1 Introduction

This Centre Handbook provides information for centre staff involved in the planning, delivery and assessment of the Creative iMedia which has been accredited onto the Qualifications and Credit Framework (QCF) at Level 1, 2 and 3:

OCR Level 1 Award for Creative iMedia
Scheme code 04304

OCR Level 1 Certificate for Creative iMedia
Scheme code 04305

OCR Level 1 Diploma for Creative iMedia
Scheme code 04306

OCR Level 2 Award for Creative iMedia
Scheme code 04307

OCR Level 2 Certificate for Creative iMedia
Scheme code 04308

OCR Level 2 Diploma for Creative iMedia
Scheme code 04309

OCR Level 3 Award for Creative iMedia
Scheme code 04310

OCR Level 3 Certificate for Creative iMedia
Scheme code 04311

OCR Level 3 Diploma for Creative iMedia
Scheme code 04312

It is important that centre staff involved in the delivery of the above qualification(s) understand the requirements laid down in this handbook. Centres should therefore ensure that staff have access to this publication.

Further copies are available to download from our website www.ocr.org.uk.

1.1 The OCR Creative iMedia suite of qualifications

The OCR Creative iMedia suite of qualifications provides candidates with high quality, industry-recognised qualifications. They are vocationally-related qualifications that provide valuable opportunities for individuals to develop skills and gain underpinning knowledge and understanding which will support entry into the Creative Media sector. They support achievement of Key Skills and relate to national occupational standards thereby providing an ideal progression to competence based qualifications once individuals are in suitable employment.

The aim of OCR's Creative iMedia qualifications is to recognise the application of a range of creative media user skills, knowledge and understanding. These qualifications provide increased flexibility and choice for learners and centres, allowing them the opportunity to use any method, or combination of methods, which clearly demonstrates that the learning outcomes and assessment criteria have been met by candidates.

The qualifications also allow contributing qualifications, for example iMedia, to be recognised towards the overall achievement of the qualification, building on individuals' previous achievements and learning.

The qualifications will allow for progression to and from OCR's existing portfolio of IT qualifications and will complement other vocational qualifications.

The awarding body for these qualifications is Oxford Cambridge and RSA Examinations (OCR) and the regulatory body is the Qualifications and Curriculum Authority (QCA).

These qualifications have been accredited onto the Qualifications and Credit Framework (QCF). They are endorsed by Skillset, the sector body for Creative Media.

1.2 Administration arrangements for these qualifications

A separate publication, the *Administrative Guide to Vocational Qualifications* (code A850), provides details of the administration arrangements for these qualifications. The Administrative Guide is issued free on centre approval and is available on our website: www.ocr.org.uk.

1.3 What is the Qualifications and Credit Framework (QCF)?

The QCF is a unit and credit-based regulatory framework which will replace the National Qualifications Framework (NQF). It is a way of recognising skills and qualifications by awarding credit for qualifications and units achieved.

1.4 If centre staff have queries

This Centre Handbook and the Administrative Guide contain all the information needed to deliver and administer these qualifications. If centre staff have any queries about these qualifications that are not answered in these publications, they should refer to the section [Further support and information](#) for details of who to contact. Support is also available on the dedicated OCR qualification page.

1.5 Documentation updates

The information provided in this handbook was correct at the time of production. Occasionally OCR may update this information. Please refer to the qualification home pages on our website [Creative iMedia Home Page](#) for details regarding updates to these qualifications.

2 General information

2.1 Qualification profile

Title	OCR Level 1 Award for Creative iMedia			
OCR code	04304			
Level	This qualification has been accredited on to the Qualifications and Credit Framework (QCF) at Level 1			
QAN	500/8532/3 (Qualification Accreditation Number)			
Age group approved	Pre-16	16-18	18+	19+
	✓	✓	✓	✓
This qualification is suitable for	It will be suitable for those in full-time education who wish to gain access to the iMedia industry. It 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.			
Entry requirements	There are no formal entry requirements for this qualification			
Qualification structure	To achieve this qualification, candidates must complete a total of 9 credits, of which a minimum of 6 credits must be achieved at Level 1; the remaining credits can be at level 1 or 2, no more than 3 credits may be from the Adobe units.			
Assessment and grading	All units will be centre assessed and externally moderated by OCR. Units will be graded Pass or Fail.			
Funding	<p>This qualification has been accredited onto the QCF and is eligible for public funding. When seeking public funding, centres will need to provide the Qualification Accreditation Number (QAN) shown above.</p> <p>For information on qualifications approved by the Secretary of State see the DCSF and DIUS websites:</p> <p>http://www.dcsf.gov.uk/section96/</p> <p>http://www.dius.gov.uk/section97/</p>			
Performance figures	For information on this qualification's contribution to performance measurement please see the QCA's National Database of Accredited Qualifications (NDAQ): http://www.accreditedqualifications.org.uk			
Last entry date*	31/03/2013			
Last certification date*	31/03/2014			

Title	OCR Level 1 Certificate for Creative iMedia			
OCR code	04305			
Level	This qualification has been accredited on to the Qualifications and Credit Framework (QCF) at Level 1			
QAN	500/8533/5 (Qualification Accreditation Number)			
Age group approved	Pre-16	16-18	18+	19+
	✓	✓	✓	✓
This qualification is suitable for	It will be suitable for those in full-time education who wish to gain access to the iMedia industry. It 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.			
Entry requirements	There are no formal entry requirements for this qualification			
Qualification structure	To achieve this qualification, candidates must complete a total of 20 credits, of which a minimum of 14 credits must be achieved at Level 1; the remaining credits can be at level 1 or 2. Unit 101 is mandatory. No more than 6 credits may be from the Adobe units.			
Assessment and grading	All units will be centre assessed and externally moderated by OCR. Units will be graded Pass or Fail.			
Funding	<p>This qualification has been accredited onto the QCF and is eligible for public funding. When seeking public funding, centres will need to provide the Qualification Accreditation Number (QAN) shown above.</p> <p>For information on qualifications approved by the Secretary of State see the DCSF and DIUS websites:</p> <p>http://www.dcsf.gov.uk/section96/</p> <p>http://www.dius.gov.uk/section97/</p>			
Performance figures	For information on this qualification's contribution to performance measurement please see the QCA's National Database of Accredited Qualifications (NDAQ): http://www.accreditedqualifications.org.uk			
Last entry date*	31/03/2013			
Last certification date*	31/03/2014			

Title	OCR Level 1 Diploma for Creative iMedia			
OCR code	04306			
Level	This qualification has been accredited on to the Qualifications and Credit Framework (QCF) at Level 1			
QAN	500/8534/7 (Qualification Accreditation Number)			
Age group approved	Pre-16	16-18	18+	19+
	✓	✓	✓	✓
This qualification is suitable for	It will be suitable for those in full-time education who wish to gain access to the iMedia industry. It 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.			
Entry requirements	There are no formal entry requirements for this qualification			
Qualification structure	To achieve this qualification, candidates must complete a total of 37 credits, of which a minimum of 22 credits must be achieved at Level 1; the remaining credits can be at level 1 or 2. Units 101 and 102 are mandatory. No more than 9 credits may be from the Adobe units.			
Assessment and grading	All units will be centre assessed and externally moderated by OCR. Units will be graded Pass or Fail.			
Funding	<p>This qualification has been accredited onto the QCF and is eligible for public funding. When seeking public funding, centres will need to provide the Qualification Accreditation Number (QAN) shown above.</p> <p>For information on qualifications approved by the Secretary of State see the DCSF and DIUS websites:</p> <p>http://www.dcsf.gov.uk/section96/</p> <p>http://www.dius.gov.uk/section97/</p>			
Performance figures	For information on this qualification's contribution to performance measurement please see the QCA's National Database of Accredited Qualifications (NDAQ): http://www.accreditedqualifications.org.uk			
Last entry date*	31/03/2013			
Last certification date*	31/03/2014			

Title	OCR Level 2 Award for Creative iMedia			
OCR code	04307			
Level	This qualification has been accredited on to the Qualifications and Credit Framework (QCF) at Level 2			
QAN	500/8535/9 (Qualification Accreditation Number)			
Age group approved	Pre-16	16-18	18+	19+
	✓	✓	✓	✓
This qualification is suitable for	It will be suitable for those in full-time education who wish to gain access to the iMedia industry. It 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.			
Entry requirements	There are no formal entry requirements for this qualification			
Qualification structure	To achieve this qualification, candidates must complete a total of 9 credits, of which a minimum of 6 credits must be achieved at Level 2; the remaining credits can be at level 1, 2 or 3. No more than 3 credits may be from the Adobe units.			
Assessment and grading	All units will be centre assessed and externally moderated by OCR. Units will be graded Pass or Fail.			
Funding	<p>This qualification has been accredited onto the QCF and is eligible for public funding. When seeking public funding, centres will need to provide the Qualification Accreditation Number (QAN) shown above.</p> <p>For information on qualifications approved by the Secretary of State see the DCSF and DIUS websites:</p> <p>http://www.dcsf.gov.uk/section96/</p> <p>http://www.dius.gov.uk/section97/</p>			
Performance figures	For information on this qualification's contribution to performance measurement please see the QCA's National Database of Accredited Qualifications (NDAQ): http://www.accreditedqualifications.org.uk			
Last entry date*	31/03/2013			
Last certification date*	31/03/2015			

Title	OCR Level 2 Certificate for Creative iMedia			
OCR code	04308			
Level	This qualification has been accredited on to the Qualifications and Credit Framework (QCF) at Level 2			
QAN	500/8529/3 (Qualification Accreditation Number)			
Age group approved	Pre-16	16-18	18+	19+
	✓	✓	✓	✓
This qualification is suitable for	It will be suitable for those in full-time education who wish to gain access to the iMedia industry. It 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.			
Entry requirements	There are no formal entry requirements for this qualification			
Qualification structure	To achieve this qualification, candidates must complete a total of 24 credits, of which a minimum of 16 credits must be achieved at Level 2; the remaining credits can be at level 1, 2 or 3. Unit 201 is a mandatory unit. No more than 6 credits may be from the Adobe units.			
Assessment and grading	All units will be centre assessed and externally moderated by OCR. Units will be graded Pass or Fail.			
Funding	<p>This qualification has been accredited onto the QCF and is eligible for public funding. When seeking public funding, centres will need to provide the Qualification Accreditation Number (QAN) shown above.</p> <p>For information on qualifications approved by the Secretary of State see the DCSF and DIUS websites:</p> <p>http://www.dcsf.gov.uk/section96/</p> <p>http://www.dius.gov.uk/section97/</p>			
Performance figures	For information on this qualification's contribution to performance measurement please see the QCA's National Database of Accredited Qualifications (NDAQ): http://www.accreditedqualifications.org.uk			
Last entry date*	31/03/2013			
Last certification date*	31/03/2015			

Title	OCR Level 2 Diploma for Creative iMedia			
OCR code	04309			
Level	This qualification has been accredited on to the Qualifications and Credit Framework (QCF) at Level 2			
QAN	500/8531/1 (Qualification Accreditation Number)			
Age group approved	Pre-16	16-18	18+	19+
	✓	✓	✓	✓
This qualification is suitable for	It will be suitable for those in full-time education who wish to gain access to the iMedia industry. It 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.			
Entry requirements	There are no formal entry requirements for this qualification			
Qualification structure	To achieve this qualification, candidates must complete a total of 37 credits, of which a minimum of 22 credits must be achieved at Level 2; the remaining credits can be at Level 1, 2 or 3. Unit 201 and Unit 202 are mandatory units. No more than 9 credits may be from the Adobe units.			
Assessment and grading	All units will be centre assessed and externally moderated by OCR. Units will be graded Pass or Fail.			
Funding	<p>This qualification has been accredited onto the QCF and is eligible for public funding. When seeking public funding, centres will need to provide the Qualification Accreditation Number (QAN) shown above.</p> <p>For information on qualifications approved by the Secretary of State see the DCSF and DIUS websites:</p> <p>http://www.dcsf.gov.uk/section96/</p> <p>http://www.dius.gov.uk/section97/</p>			
Performance figures	For information on this qualification's contribution to performance measurement please see the QCA's National Database of Accredited Qualifications (NDAQ): http://www.accreditedqualifications.org.uk			
Last entry date*	31/03/2013			
Last certification date*	31/03/2015			

Title	OCR Level 3 Award for Creative iMedia			
OCR code	04310			
Level	This qualification has been accredited on to the Qualifications and Credit Framework (QCF) at Level 3			
QAN	500/8413/6 (Qualification Accreditation Number)			
Age group approved	Pre-16	16-18	18+	19+
	✓	✓	✓	✓
This qualification is suitable for	It will 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 dynamic job role. It will also be appropriate for those following part-time courses for skill development or recreational purposes and those in full-time education who have some skills in this area, but wish to gain more specialist skills in order to gain access to the iMedia industry.			
Entry requirements	There are no formal entry requirements for this qualification			
Qualification structure	To achieve this qualification, candidates must complete a total of 10 credits, of which a minimum of 6 credits must be achieved at Level 3; the remaining credits can be at level 2 or 3. No more than 3 credits may be from the Adobe units.			
Assessment and grading	All units will be centre assessed and externally moderated by OCR. Units will be graded Pass or Fail.			
Funding	<p>This qualification has been accredited onto the QCF and is eligible for public funding. When seeking public funding, centres will need to provide the Qualification Accreditation Number (QAN) shown above.</p> <p>For information on qualifications approved by the Secretary of State see the DCSF and DIUS websites:</p> <p>http://www.dcsf.gov.uk/section96/</p> <p>http://www.dius.gov.uk/section97/</p>			
Performance figures	For information on this qualification's contribution to performance measurement please see the QCA's National Database of Accredited Qualifications (NDAQ): http://www.accreditedqualifications.org.uk			
Last entry date*	31/03/2013			
Last certification date*	31/03/2016			

Title	OCR Level 3 Certificate for Creative iMedia			
OCR code	04311			
Level	This qualification has been accredited on to the Qualifications and Credit Framework (QCF) at Level 3			
QAN	500/8389/2 (Qualification Accreditation Number)			
Age group approved	Pre-16	16-18	18+	19+
	✓	✓	✓	✓
This qualification is suitable for	It will 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 dynamic job role. It will also be appropriate for those following part-time courses for skill development or recreational purposes and those in full-time education who have some skills in this area, but wish to gain more specialist skills in order to gain access to the iMedia industry. This qualification also contributes to the Advanced Apprenticeship in Creative and Digital Media.			
Entry requirements	There are no formal entry requirements for this qualification			
Qualification structure	To achieve this qualification, candidates must complete a total of 24 credits, of which a minimum of 16 credits must be achieved at Level 3; the remaining credits can be at level 2 or 3. Unit 301 is a mandatory unit. No more than 6 credits may be from the Adobe units.			
Assessment and grading	All units will be centre assessed and externally moderated by OCR. Units will be graded Pass or Fail.			
Funding	<p>This qualification has been accredited onto the QCF and is eligible for public funding. When seeking public funding, centres will need to provide the Qualification Accreditation Number (QAN) shown above.</p> <p>For information on qualifications approved by the Secretary of State see the DCSF and DIUS websites:</p> <p>http://www.dcsf.gov.uk/section96/</p> <p>http://www.dius.gov.uk/section97/</p>			
Performance figures	For information on this qualification's contribution to performance measurement please see the QCA's National Database of Accredited Qualifications (NDAQ): http://www.accreditedqualifications.org.uk			
Last entry date*	31/03/2013			
Last certification date*	31/03/2016			

Title	OCR Level 3 Diploma for Creative iMedia			
OCR code	04312			
Level	This qualification has been accredited on to the Qualifications and Credit Framework (QCF) at Level 3			
QAN	500/8414/8 (Qualification Accreditation Number)			
Age group approved	Pre-16	16-18	18+	19+
	✓	✓	✓	✓
This qualification is suitable for	It will 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 dynamic job role. It will also be appropriate for those following part-time courses for skill development or recreational purposes and those in full-time education who have some skills in this area, but wish to gain more specialist skills in order to gain access to the iMedia industry. This qualification also contributes to the Advanced Apprenticeship in Creative and Digital Media.			
Entry requirements	There are no formal entry requirements for this qualification			
Qualification structure	To achieve this qualification, candidates must complete a total of 45 credits, of which a minimum of 27 credits must be achieved at Level 3; the remaining credits can be at Level 2 or 3. Unit 301 and Unit 302 are mandatory units. No more than 9 credits may be from the Adobe units.			
Assessment and grading	All units will be centre assessed and externally moderated by OCR. Units will be graded Pass or Fail.			
Funding	<p>This qualification has been accredited onto the QCF and is eligible for public funding. When seeking public funding, centres will need to provide the Qualification Accreditation Number (QAN) shown above.</p> <p>For information on qualifications approved by the Secretary of State see the DCSF and DIUS websites:</p> <p>http://www.dcsf.gov.uk/section96/</p> <p>http://www.dius.gov.uk/section97/</p>			
Performance figures	For information on this qualification's contribution to performance measurement please see the QCA's National Database of Accredited Qualifications (NDAQ): http://www.accreditedqualifications.org.uk			
Last entry date*	31/03/2013			
Last certification date*	31/03/2016			

*OCR will inform centres of changes to these dates. Please refer to our website www.ocr.org.uk for current dates. All centre records must be updated accordingly.

2.2 Target market

The OCR Creative iMedia 2010 qualifications are designed to reflect the various creative and media skills that are used for different purposes within industry, and to recognise skills and knowledge already acquired through other qualifications.

Individuals need IT skills to maximise efficiency in their productivity. Using IT can range from routine word processing to evidence research, to the use of powerful application packages that are available for creating and editing media products.

2.3 Qualification aims

This qualification is available as an Award, Certificate or Diploma, at Levels 1, 2 or 3:

- OCR Level 1 Award for Creative iMedia
- OCR Level 1 Certificate for Creative iMedia
- OCR Level 1 Diploma for Creative iMedia
- OCR Level 2 Award for Creative iMedia
- OCR Level 2 Certificate for Creative iMedia
- OCR Level 2 Diploma for Creative iMedia
- OCR Level 3 Award for Creative iMedia
- OCR Level 3 Certificate for Creative iMedia
- OCR Level 3 Diploma for Creative iMedia

The Creative iMedia suite of qualifications have been designed to be accessible to learners and these qualifications specifically aim to:

- develop candidates' knowledge of the sector in which they may be looking to progress and understand the vocational requirements of tasks
- develop candidates' ability to manage information and data in a variety of applications
- develop candidates' ability to plan and prioritise tasks effectively
- develop candidates' ability to accurately test and evaluate their own work
- encourage progression by assisting in the development of skills and knowledge that learners will need to undertake further study.

2.4 Statement of level

The OCR Creative iMedia qualifications assess skills at either Level 1, Level 2 or Level 3 of the Qualifications and Credit Framework.

The qualifications relate to the National Occupation Standards developed by Skillset. The structure of the qualifications at Levels 1, 2 and 3 complement each other and allow for progression and also provide the underpinning knowledge as appropriate to Level 2 or Level 3 NVQs.

2.5 Entry requirements

These qualifications are available to anyone who is capable of reaching the required standards. They have been developed free from any barriers that restrict access or progression thereby promoting equal opportunities.

All centre staff involved in the assessment or delivery of these qualifications should understand the requirements of each qualification and match them to the needs and capabilities of individual learners before entering them as candidates for these qualifications.

There are no formal requirements for entry to these qualifications. Candidates will be expected to have a standard of literacy and numeracy appropriate to the level at which they are working and aiming to achieve.

2.6 Unique Learner Number (ULN)

Whilst a ULN is not mandatory; if you are entering for qualifications on the Qualifications and Credit Framework (QCF), it is good practice to provide a ULN to take advantage of the flexibility of the new QCF qualifications. Where a candidate has a ULN, you should enter their number in the ULN field when claiming certification on behalf of the candidate. For candidates who do not have a ULN, a claim will still be accepted if you leave this field blank.

For more information, and to generate a ULN, please refer to the Learner Registration Service: www.miap.gov.uk/lrs

2.7 Entry restrictions

There are no entry restrictions for OCR's Creative iMedia qualifications.

2.8 Progression opportunities

These qualifications have been designed to develop the skills, knowledge and understanding required to enable progression to and from qualifications along the vertical and horizontal planes in the Qualifications and Credit Framework (QCF) and the National Qualifications Framework (NQF).

An example of vertical progression could be a candidate who has achieved an OCR Level 1 Certificate in Creative iMedia then widens their specialist skills by undertaking the OCR Level 2 Certificate for IT Practitioners which could include vendor specialist units such as Cisco or Microsoft.

An example of horizontal progression could be a candidate who has achieved an OCR Level 1 Certificate in Creative iMedia then moves to OCR Level 1 ITQ Certificate in IT User Skills (QCF).

2.9 Supporting candidates

Centres should ensure that candidates are informed of the title and level of the qualification they have been entered for and that Oxford Cambridge and RSA Examinations (OCR) is the awarding body for their chosen qualification.

2.10 Wider issues

These qualifications provide potential for centres to develop candidates' understanding of moral, ethical, social and cultural issues and heighten candidates' awareness of environmental issues, health and safety considerations, please see below for further details.

Moral, ethical, social and cultural issues

Teachers/Tutors delivering a programme of learning leading towards these qualifications would have opportunities to address ethical, social, cultural and moral issues in some of the units, such as:

- the rights of an individual to be informed of and to access data held about them by an organisation (Data Protection Act)
- the copyrights of individuals and organisations over published electronic data
- confidentiality of information (employer and clients); the need to ensure data security computer misuse
- responsibility of honesty and accuracy in recording, manipulating and presenting data.

Environmental issues, health and safety considerations and European developments

Teachers/Tutors delivering a programme of learning leading towards these qualifications would have opportunities to address health and safety issues, environmental issues and European developments in some units such as:

- correct procedures for working with IT equipment
- print consumables
- energy saving software.

2.11 Guided learning hours

The table below indicates the range of guided learning hours (GLH) applicable to the Creative Media qualifications.

Scheme Code	Title	GLH Range
04304	OCR Level 1 Award for Creative iMedia	70-70
04305	OCR Level 1 Certificate for Creative iMedia	155-155
04306	OCR Level 1 Diploma for Creative iMedia	280-290
04307	OCR Level 2 Award for Creative iMedia	70-70
04308	OCR Level 2 Certificate for Creative iMedia	180-195
04309	OCR Level 2 Diploma for Creative iMedia	285-300
04310	OCR Level 3 Award for Creative iMedia	80-80
04311	OCR Level 3 Certificate for Creative iMedia	200-200
04312	OCR Level 3 Diploma for Creative iMedia	365-380

2.12 Funding

This qualification has been accredited onto the QCF and is eligible for public funding. When seeking public funding, centres will need to provide the Qualification Accreditation Number (QAN) shown in section 2.1.

For information on qualifications approved by the Secretary of State, view the DCSF and DIUS websites:

<http://www.dcsf.gov.uk/section96/>

<http://www.dius.gov.uk/section97/>

Should you require any more information on funding please contact The Learning and Skills Council. From March 2010 please contact **the Skills Funding Agency**.

2.13 Mode of delivery

OCR does not specify the mode of study or specify a time limit for the achievement of these qualifications other than the expiry dates for entry and certification laid down by the regulatory authorities detailed in the qualification profiles.

Centres are free to deliver these qualifications using any mode of delivery that meets the needs of their candidates. Whatever mode of delivery is used, centres must ensure that learners have appropriate access to the resources identified below.

Centres should consider the candidates' complete learning experience when designing learning programmes. This is particularly important in relation to candidates studying part time alongside real work commitments where candidates may bring with them a wealth of experience that should be utilised to maximum effect by teachers/tutors and assessors.

2.14 Resources

Centres will need to provide appropriate assessment facilities for learners that comply with the regulations laid down by OCR (the *Administrative Guide to Vocational Qualifications* – code A850) and the *JCQ Instructions for Conducting Examinations*, available on the OCR website www.ocr.org.uk.

Centres will need to meet the above requirements when they seek centre approval from OCR.

Centres should ensure that appropriate physical resources are available in line with guidance provided in this handbook.

2.15 Delivery in Wales and Northern Ireland

The specification for these qualifications has been approved by QCA for delivery in England/Wales/Northern Ireland during the life of the qualifications.

The specification for these qualifications has been approved by the Department for Children, Education, Lifelong Learning and Skills (DCELLS) for use by centres in Wales and by the Council for the Curriculum Examinations and Assessment (CCEA) for use by centres in Northern Ireland.

Candidates in Wales or Northern Ireland should not be disadvantaged by terms, legislation or aspects of government that are different from those in England. Where such situations might occur, including in the external assessment, the terms used have been selected as neutral so that candidates may apply whatever is appropriate to their own situation.

We will provide specifications, assessments and supporting documentation in English.

2.16 Arrangements for candidates with access-related needs

We aim to make sure that all candidates are given equal opportunity to demonstrate their skills.

OCR recognises that there are some candidates who can demonstrate attainment in the skills being assessed, but who may be disadvantaged by standard assessment arrangements. For these candidates standard assessment arrangements may be adjusted to enable them to compete on an equal basis with other candidates, provided that the adjustments do not compromise the integrity of the qualification(s).

Adjustments to standard assessment arrangements are made on the basis of the individual needs of candidates. This is to ensure that the adjustment will only compensate candidates for their particular difficulty without giving them an advantage over others.

It is important, therefore, that centres identify as early as possible whether candidates have disabilities or particular difficulties that will put them at a disadvantage in the assessment situation and select an appropriate qualification or adjustment that will allow them to demonstrate attainment.

The responsibility for providing adjustments to assessment is one which is shared between OCR and the centre. Centre staff should consult the JCQ publication *Access Arrangements and Special Consideration for General and Vocational Qualifications* for a description of their responsibilities and the procedures by which adjustments can be made.

For further guidance on specific assessment requirements of individual qualifications and appropriate adjustments to assessment, centres are advised to contact the relevant Qualifications Team at OCR's Coventry office.

Centres should ensure that all candidates are given equal opportunity to demonstrate their competence for the qualifications against specified criteria. All of the specified criteria must be met by all candidates independently and may not be reworded or omitted in any circumstances. However, candidates may use mechanical, electronic and other aids in order to demonstrate competence so long as the aids are generally commercially available and can feasibly be used on employers' premises, software must not perform tasks for which credit is given to the candidate. OCR's website provides further advice on assessment arrangements for candidates with particular assessment requirements in the Administration/Vocational Qualifications/Special Requirements area.

2.17 Results enquiries and appeals

Please refer to the *Administrative Guide to Vocational Qualifications* (code A850) which can be downloaded from the OCR website www.ocr.org.uk

2.18 Centre malpractice guidance

It is the responsibility of the Head of Centre* to report (in writing) all cases of suspected malpractice involving centre staff or candidates, to the OCR Quality and Standards division.

When asked to do so by OCR, Heads of Centres are required to investigate instances of malpractice promptly, and report the outcomes to the OCR Quality and Standards division.

Further information is contained in the publication *JCQ publication: Suspected Malpractice in Examinations and Assessment* which is available from the OCR Customer Contact Centre: 024 76 851509.

* The Head of Centre is defined as the most senior officer in the organisation, directly responsible for the delivery of OCR qualifications, eg the Principal of a College, the Head Teacher of a school, the Managing Director of a Private Training Provider or the Group Training Manager of a major company.

3 Assessment and moderation

3.1 Internal Assessment

All Creative iMedia units will be moderated using the OCR provided e-portfolio solution. Centre assessors and internal verifiers are not required to hold an Assessor or Verifier qualification.

The units will be locally assessed and externally moderated. Candidates will be required to meet all the assessment objectives as stated in the unit specifications. Assessment activities will take the form of practical activities that are locally devised or OCR set. There is no set number of tasks to be performed unless otherwise specified within the unit.

All centres are subjected to the rigour of OCR centre inspections where a consistent approach to assessment will be examined.

Internal standardisation

Internal standardisation is an important part of the local assessment process. It is important that all internal assessors, working in the same subject area, work to common standards. Centres must ensure that the internal standardisation of marks across assessors takes place using an appropriate procedure.

As a guide to maintaining a consistent approach to internal standardisation, centres are encouraged to nominate a centre co-ordinator. The centre co-ordinator will be responsible for:

- maintaining a list of current assessors
- ensuring that all current assessors are working to the same standard
- arranging regular meetings
- ensuring cross-moderation of work between assessors
- maintaining records of the outcome of cross-moderation activities
- regularly sampling the assessment of all assessors and documenting the outcome
- advising assessors of any discrepancies in assessment and suggesting ways in which assessment may be brought into line with the work of other assessors
- completing the relevant centre standardisation document.

External moderation

External moderation ensures centres' internal assessments meet the national requirements of these qualifications.

OCR appoints Examiner-moderators to moderate centre assessment decisions. Centre should submit only the appropriate documentation for specific units for moderation. **We do not require centres to submit additional evidence produced by the candidate in the course of non assessed activities for moderation.** OCR, however, anticipates that centres will wish to create programmes of learning for candidates towards the completion of these units that will generate additional items of evidence. Centres are free to do this, but OCR does not require these items for accreditation of unit achievement.

OCR requires that all Evidence Checklists submitted in support of achievement are authorised by the teachers/tutor prior to submission for moderation, with the tutors name clearly indicated within the e-portfolio.

Teachers/tutors must check that each aspect of the criteria, as detailed in the unit or evidence checklists, has been successfully met by the candidate before work is signed and sent for external moderation.

Centres must submit to the OCR-appointed Examiner-moderator only those items required as evidence for the unit(s) concerned for each candidate.

External moderation of a centre's assessment decisions is achieved through systematic sampling. The assessment decisions of each assessor submitting work will be sampled. The outcomes of moderation will apply to all work submitted in each batch for moderation.

The Examiner-moderator will complete an electronic Centre Feedback Report Form for the work that has been moderated. If the centre assessment is satisfactory, arrangements will be made for certification. If the centre assessment is inaccurate, the necessary amendments to candidates' achievements will be recorded on the electronic Centre Feedback Report Form and certification will reflect these amendments.

Examiner-moderators are not empowered to enter into direct contact with centres. In no circumstances must centres attempt to contact their Examiner-moderator in any way other than through posting candidate work to the address provided to them by OCR. Any queries concerning the units or assessment must be directed to the Customer Contact Centre at OCR, Coventry.

The Examiner-moderator will complete a Centre Feedback Report Form (eNQF6) for the batch. If the centre assessment is satisfactory, arrangements will be made for certification.

If the centre assessment is inaccurate, the necessary amendments to candidates' achievements will be recorded on the Centre Feedback Report Form (eNQF6), and certification will reflect these amendments.

4 Certification

Learners who achieve the full qualification will receive:

- a certificate listing the units achieved with their related credit value, and
- a certificate giving the full qualification title

Candidates achieving one or more units but who do not meet the credit requirements for a full certificate will receive a certificate listing the units they have achieved along with their credit value.

4.1 Claiming certificates

Certificates will be issued directly to the centre for successful candidates. In order to ensure that these are automatically issued centres must ensure that the OCR candidate number is **always** used where a candidate has already achieved one or more units. See the *Admin Guide Vocational Qualifications Including NVQs and other verified qualifications 2009/10*. [Admin guide](#)

4.2 Replacement certificates

If a replacement certificate is required a request must be made to the OCR Operations Division on 024 76 470033, or in writing to the Coventry office, and an application form with further instructions will be sent. A charge will be made for a replacement certificate.

5 Qualification structure and units

5.1 Qualification structure

Candidates do not have to achieve units in any particular order and teachers/tutors should tailor learning programmes to meet individual candidate needs. It is recommended that, wherever possible, centres adopt a holistic approach to the delivery of these qualifications and identify opportunities to link the units/different subjects and levels. Each unit must however be evidenced individually.

If a candidate is not able to complete a full award, their achievements will be recognised through the issue of a unit certificate listing the units achieved.

To achieve a full qualification in the OCR Creative iMedia qualifications there is a minimum credit requirement which is indicated in the following table:

Title	QCF Level 1 Minimum Credit Value	QCF Level 2 Minimum Credit Value	QCF Level 3 Minimum Credit Value
Award	9 (min 6 at level)	9 (min 6 at level)	10 (min 6 at level)
Certificate	20 (min 14 at level)	24 (min 16 at level)	24 (min 16 at level)
Diploma	37 (min 22 at level)	37 (min 22 at level)	45 (min 27 at level)

OCR Unit No – first digit indicates level	Unit Title	QCA Accreditation No	Credits
101	Pre-production skills	Y/600/7677	4 at level 1
102	Digital media skills for asset production	M/600/7684	4 at level 1
103	Special video effects	J/600/7688	5 at level 1
104	Character modelling	J/600/7691	4 at level 1
105	Sound effects	D/600/7700	4 at level 1
106	Storytelling with a comic strip	T/600/7704	4 at level 1
109	Exploring the digital world of media	R/600/7712	4 at level 1
110	Interactive multimedia presentations	D/600/7714	4 at level 1
111	Introduction to web page production	T/600/7718	4 at level 1
112	Creating an animated object	T/600/7721	6 at level 1
113	Digital graphics editing	J/600/7724	4 at level 1
114	Creating a digital audio-visual sequence	H/600/7729	6 at level 1
115	Design and test computer games	M/600/7734	5 at level 1
117	Digital photography	R/600/9301	4 at level 1
201	Pre-production skills	Y/600/7680	4 at level 2
202	Digital media skills for asset production	T/600/7685	5 at level 2
203	Video composite effects	L/600/7689	6 at level 2
204	Character modelling	L/600/7692	6 at level 2
205	Sound effects	K/600/7702	5 at level 2
206	Storytelling with a comic strip	A/600/7705	6 at level 2
207	Virtual performance	J/600/7707	6 at level 2
208	Digital performance	R/600/7709	6 at level 2
210	Interactive multimedia concepts	H/600/7715	5 at level 2
211	Creating a multipage website	A/600/7719	5 at level 2
212	Creating a digital animation	A/600/7722	7 at level 2
213	Digital graphics editing	L/600/7725	5 at level 2
214S	Creating a digital sound sequence	Y/600/7730	5 at level 2
214V	Creating a digital video sequence	D/600/7731	5 at level 2
215	Game design concepts	T/600/7735	4 at level 2
216	Developing digital games using game creation software	F/600/7740	5 at level 2
217	Digital photography	D/600/9303	5 at level 2
A218	Adobe rich media communication using Flash	T/602/5944	3 at level 2
A219	Adobe web communication using Dreamweaver	A/602/5945	3 at level 2
A220	Adobe visual communication using Photoshop	F/602/5946	3 at level 2
301	Pre-production skills	H/600/7682	6 at level 3
302	Digital media skills for asset production	F/600/7687	7 at level 3
303	Video composite effects	F/600/7690	7 at level 3
304	Character modelling	M/600/7698	7 at level 3
305	Sound effects	M/600/7703	6 at level 3
306	Storytelling with a comic strip	F/600/7706	6 at level 3
307	Virtual performance	L/600/7708	6 at level 3
308	Digital performance	J/600/7710	6 at level 3
310	Interactive multimedia design	M/600/7717	6 at level 3
311	Developing an enhanced website	M/600/7720	6 at level 3
312	Creating an interactive digital animation	F/600/7723	8 at level 3
313	Digital graphics editing	R/600/7726	6 at level 3
314S	Creating a digital sound track	H/600/7732	6 at level 3
314V	Creating a digital video sequence	K/600/7733	6 at level 3
315	Game design concepts	A/600/7736	6 at level 3
316	Developing 3D digital games using game creation software	J/600/7741	8 at level 3
317	Digital photography	H/600/9304	6 at level 3

5.2 Unit format

Each unit contains:

A unit title

This is a summary of the content of the unit.

Level

This advises the QCF level on which the unit is accredited.

Credit value

This advises how many credits the candidate will achieve for successful achievement of the unit.

Guided learning hours

This specifies the amount of time that the average candidate would be expected to take to complete all requirements of the unit.

Learning outcomes

These set out what the candidate is expected to know, understand or be able to do as a result of the learning process.

Assessment criteria

These detail the requirements that the learner will be assessed against in order to evidence the learning outcomes.

Knowledge, understanding and skills

This details the underpinning, knowledge, understanding and skills which candidates will need in order to be able to undertake the assessment for the unit and to meet the requirements of the assessment criteria. Teachers/tutors should cover all of the knowledge, understanding and skills requirements fully prior to entering candidates for assessment.

Unit purpose and aim

This section specifies the overall purpose and aim of the unit.

Unit expiry date

This section specifies the end accreditation date of the unit on the QCF.

Details of the relationship between the unit and the national occupational standards

This section specifies any signposting to the relevant national occupational standards.

Assessment

This specifies the requirements in relation to assessment of the unit. It details the way in which the assessment criteria will be assessed. All units will be internally assessed and externally moderated by OCR Examiner Moderators.

Evidence requirements

These provide specific detail to amplify the knowledge or understanding required to meet the assessment criteria. OCR provides unit details which are available to download from the OCR website.

Other additional information regarding the unit

Further information such as sector support and unit classification can be found within each unit. Units can be downloaded from the OCR website www.ocr.org.uk.

5.3 Units

Please see individual unit files located on the OCR website within the Creative iMedia section.

6 Administration arrangements

Please refer to the *Admin guide: Vocational Qualifications 2009/10 (including NVQs and other verified qualifications)* (code A850) for further information. [Admin guide](#)

For details on claims, further information will be available in 2010.

6.1 How to gain centre approval

Centres can download and complete the electronic Centre Approval Form from the OCR website and return it to OCR Operations (or complete and submit it electronically). Alternatively contact the OCR Customer Contact Centre on 024 7685 1509.

Further guidance on completion of the Centre Approval Form is provided in the *Admin guide: Vocational Qualifications 2009/10 (including NVQs and other verified qualifications)* (code A850). [Admin guide](#)

6.2 How to register candidates

Making entries or registering candidates should now be carried out via OCR Interchange - OCR's secure internet facility. For full details of the process please see www.ocr.org.uk/interchange.

6.3 How to make claims

Making claims should now be carried out via OCR Interchange. For full details of the process please see www.ocr.org.uk/interchange.

6.4 How to make an enquiry about results or appeal against a result

Full details of the results enquiries and appeals procedures are contained in the *Admin guide: Vocational Qualifications 2009/10 (including NVQs and other verified qualifications)* (code A850). [Admin guide](#)

7 Supporting Documentation

7.1 OCR assessment material

OCR set live assignments are available for all units although centres may choose to devise their own. Centres may:

- use these assignments for formative assessment of candidates
- tailor these assignments for formative or centre assessed summative of candidates
- use these assignments as a benchmark for devising their own assessments to aid candidate preparation.

OCR live assignments are stored securely within the e-assessment section of the OCR website and are also issues on registration of candidates.

8 Guidance For Candidates

8.1 What do I have to do to achieve these qualifications?

To achieve these qualifications you must achieve the required combination of units from those listed in section 2.1 of this handbook.

8.2 What if I cannot complete enough units for a full award?

These qualifications are very flexible and allow you to achieve recognition for what you have already achieved even if you do not finish the full qualification. OCR has systems in place which allow you to be awarded a certificate listing the unit (or units) you have achieved even if you are unable to complete the full qualification.

8.3 How do I know that these qualifications are right for me?

These qualifications are designed for candidates wishing to gain an appropriate qualification for the purposes of working within the Creative Media sector.

This qualification may also form a progression route to further courses such as the Advanced Apprenticeship in Creative and Digital Media when you are in employment or to a higher level.

8.4 How are the units tested?

All of the units are assessed by external moderation using the OCR e-portfolio solution and you must ensure that all your evidence is uploaded and checked prior to submission to your tutor.

8.5 Do I need to pass all of the units?

No, but to achieve a certificate or diploma at any level you will need to pass the appropriate mandatory unit(s). Each unit you pass will be certificated individually and you will receive unit certificates for all units achieved as each unit represents a worthwhile achievement in its own right.

8.6 How do I keep track of my achievements?

We have designed a **Record of Achievement** form for you to use to keep track of your achievements. This form is optional (you do not have to use it if you do not want to).

8.7 Can my work for these qualifications count towards Key Skills?

The work you produce whilst being taught for these qualifications may prove you have the skills required for the Key Skills units. Your tutor will help you decide if your work can be considered for assessment against any of the Key Skills units.

8.8 Finally

To gain a full qualification in Creative iMedia you must achieve the required units at the appropriate level(s) as identified in section 2.1. If you do not achieve all of the units for the full qualification, you will be issued with a 'unit certificate' which lists the unit or units which have been passed.

OCR wishes you every success in your achievement of these qualifications.

9 Mapping/Exemptions/Barred Combinations

9.1 Mapping to National Occupational Standards

These qualifications provide a key progression route between education and employment (or further study/training leading to employment). They are directly relevant to the needs of employers and relate to national occupational standards in Creative Media.

OCR Creative iMedia		Content crossover with National Occupational Standards	
Unit	Title		
101	Pre-production skills	IM1	Work Effectively in Interactive Media
102	Digital media skills for asset production	IM1 IM2 IM3	Work Effectively in Interactive Media Obtain Assets For Use In Interactive Media Products Prepare Assets For Use In Interactive Media Products
103	Special video effects	IM1	Work Effectively in Interactive Media
104	Character modelling	IM1 ANIM 17	Work Effectively in Interactive Media Build Characters (Models) for Stop Motion Animation
105	Sound effects	IM1 IM27	Work Effectively in Interactive Media Create Sound Effects For Interactive Media Products
106	Storytelling with a comic strip	IM1 ANIM 7	Work Effectively in Interactive Media Write a Script
109	Exploring the digital world of media	IM1	Work Effectively in Interactive Media
110	Interactive multimedia presentations	IM1 IM6	Work Effectively in Interactive Media Use Authoring Tools To Create Interactive Media Products
111	Introduction to web page production	IM1 IM16	Work Effectively in Interactive Media Plan Content For Web And Multimedia Products
112	Creating an animated object	IM1 ANIM 12 ANIM 15	Work Effectively in Interactive Media Create 2D Animation Create 3D Animation
113	Digital graphics editing	IM1 PI – 16	Work Effectively in Interactive Media Undertake Technical Adjustment of Images
114	Creating a digital audio-visual sequence	IM1 ANIM 21 S17	Work Effectively in Interactive Media Create Digital Visual Effects Record sound on location
115	Design and test computer games	IM1 IM20 IM22	Work Effectively in Interactive Media Design Electronic Games Test Electronic Games
117	Digital photography	IM1 PI – 2 PI-3 PI – 7	Work Effectively in Interactive Media Agree the Photo Imaging Brief Plan and Organise Photographic Assignments Undertake Photographic Assignments

OCR Creative iMedia		Content crossover with National Occupational Standards	
Unit	Title		
201	Pre-production skills	IM1	Work Effectively in Interactive Media
202	Digital media skills for asset production	IM1 IM2 IM3	Work Effectively in Interactive Media Obtain Assets For Use In Interactive Media Products Prepare Assets For Use In Interactive Media Products
203	Video composite effects	IM1	Work Effectively in Interactive Media
204	Character modelling	IM1 ANIM 17	Work Effectively in Interactive Media Build Characters (Models) for Stop Motion Animation
205	Sound effects	IM1 IM27	Work Effectively in Interactive Media Create Sound Effects For Interactive Media Products
206	Storytelling with a comic strip	IM1 ANIM 7	Work Effectively in Interactive Media Write a Script
207	Virtual performance	IM1	Work Effectively in Interactive Media
208	Digital performance	IM1	Work Effectively in Interactive Media
210	Interactive multimedia concepts	IM1 IM6 IM16	Work Effectively in Interactive Media Use Authoring Tools To Create Interactive Media Products Plan Content For Web And Multimedia Products
211	Creating a multipage website	IM1 IM16	Work Effectively in Interactive Media Plan Content For Web And Multimedia Products
212	Creating a digital animation	IM1 ANIM 12 ANIM 15	Work Effectively in Interactive Media Create 2D Animation Create 3D Animation
213	Digital graphics editing	IM1 PI – 16	Work Effectively in Interactive Media Undertake Technical Adjustment of Images
214S	Creating a digital sound sequence	IM1 S17 S16	Work Effectively in Interactive Media Record sound on location Make sound recordings
214V	Creating a digital video sequence	IM1 C12	Work Effectively in Interactive Media Provide Assistance to record and review the video image
215	Game design concepts	IM1 IM20 IM22	Work Effectively in Interactive Media Design Electronic Games Test Electronic Games
216	Developing digital games using game creation software	IM1	Work Effectively in Interactive Media
217	Digital photography	IM1 PI – 2 PI-3 PI – 7	Work Effectively in Interactive Media Agree the Photo Imaging Brief Plan and Organise Photographic Assignments Undertake Photographic Assignments

OCR Creative iMedia		Content crossover with National Occupational Standards	
Unit	Title		
301	Pre-production skills	IM1	Work Effectively in Interactive Media
302	Digital media skills for asset production	IM1 IM2 IM3 PI 1	Work Effectively in Interactive Media Obtain Assets For Use In Interactive Media Products Prepare Assets For Use In Interactive Media Products Apply Copyright and Other Laws Relating to Usage and Licensing of Images
303	Video composite effects	IM1 PI 1	Work Effectively in Interactive Media Apply Copyright and Other Laws Relating to Usage and Licensing of Images
304	Character modelling	IM1 ANIM 17 PI 1	Work Effectively in Interactive Media Build Characters (Models) for Stop Motion Animation Apply Copyright and Other Laws Relating to Usage and Licensing of Images
305	Sound effects	IM1 IM27	Work Effectively in Interactive Media Create Sound Effects For Interactive Media Products
306	Storytelling with a comic strip	IM1 ANIM 7 PI 1	Work Effectively in Interactive Media Write a Script Apply Copyright and Other Laws Relating to Usage and Licensing of Images
307	Virtual performance	IM1 PI 1	Work Effectively in Interactive Media Apply Copyright and Other Laws Relating to Usage and Licensing of Images
308	Digital performance	IM1 PI 1	Work Effectively in Interactive Media Apply Copyright and Other Laws Relating to Usage and Licensing of Images
310	Interactive multimedia design	IM1 IM6 IM10 IM16	Work Effectively in Interactive Media Use Authoring Tools To Create Interactive Media Products Initiate Interactive Media Projects Plan Content For Web And Multimedia Products
311	Developing an enhanced website	IM1 IM16 IM30	Work Effectively in Interactive Media Plan Content For Web And Multimedia Products Optimise Web Pages For Search Engines
312	Creating an interactive digital animation	IM1 ANIM 12 ANIM 15 PI 1	Work Effectively in Interactive Media Create 2D Animation Create 3D Animation Apply Copyright and Other Laws Relating to Usage and Licensing of Images

313	Digital graphics editing	IM1 PI – 16 PI 1	Work Effectively in Interactive Media Undertake Technical Adjustment of Images Apply Copyright and Other Laws Relating to Usage and Licensing of Images
314S	Creating a digital sound track	IM1 S17 S16	Work Effectively in Interactive Media Record sound on location Make sound recordings
314V	Creating a digital video sequence	IM1 C12 PI 1	Work Effectively in Interactive Media Provide Assistance to record and review the video image Apply Copyright and Other Laws Relating to Usage and Licensing of Images
315	Game design concepts	IM1 IM20 IM22 PI 1	Work Effectively in Interactive Media Design Electronic Games Test Electronic Games Apply Copyright and Other Laws Relating to Usage and Licensing of Images
316	Developing 3D digital games using game creation software	IM1 PI 1	Work Effectively in Interactive Media Apply Copyright and Other Laws Relating to Usage and Licensing of Images
317	Digital photography	IM1 PI – 2 PI-3 PI – 7 PI 1	Work Effectively in Interactive Media Agree the Photo Imaging Brief Plan and Organise Photographic Assignments Undertake Photographic Assignments Apply Copyright and Other Laws Relating to Usage and Licensing of Images

9.2 Equivalences

Where candidates have achieved previous OCR iMedia units the following exemptions apply **for units taken in the last 3 years:**

Level 1 iMedia Units

New Unit				Old Unit	
Unit no	Unit title	QCA accreditation no		Unit title	QCA accreditation no
109	Exploring the digital world of media	R/600/7712	exempt learners with unit	Exploring the digital world of media	F/500/4150
111	Introduction to web page production	T/600/7718	exempt learners with unit	Introduction to web page production	F/500/4147
112	Creating an animated object	T/600/7721	exempt learners with unit	Creating an animated object	J/500/4148
113	Digital graphics editing	J/600/7724	exempt learners with unit	Introduction to digital imaging	A/500/4146
114	Creating a digital audio-visual sequence	H/600/7729	exempt learners with unit	Digital sound and video	J/500/4151
110	Interactive multimedia presentations	D/600/7714	exempt learners with unit	Interactive media presentations	L/500/4152
115	Design and test computer games	M/600/7734	exempt learners with unit	Design and test computer games	R/500/4153

Level 2 iMedia Units

New Unit				Old Unit	
Unit no	Unit title	QCA accreditation no		Unit title	QCA accreditation no
213	Digital graphics editing	L/600/7725	exempt learners with unit	Digital graphics	L/103/4520
211	Creating a multipage website	A/600/7719	exempt learners with unit	Web authoring	L/103/4517
212	Creating a digital animation	A/600/7722	exempt learners with unit	Digital animation	R/103/4518
210	Interactive multimedia concepts	H/600/7715	exempt learners with unit	Interactive multimedia concepts	Y/103/4519
214S	Creating a digital sound sequence	Y/600/7730	exempt learners with unit	Digital sound	R/103/4521
214V	Creating a digital video sequence	D/600/7731	exempt learners with unit	Digital video	Y/103/4522
216	Developing digital games using game creation software	F/600/7740	exempt learners with unit	2D game engines	D/103/4523
215	Game design concepts	T/600/7735	exempt learners with unit	Game design	H/103/4524

Level 3 iMedia Units

New Unit				Old Unit	
Unit no	Unit title	QCA accreditation no		Unit title	QCA accreditation no
313	Digital graphics editing	R/600/7726	exempt learners with unit	Digital graphics	K/103/4525
311	Developing an enhanced website	M/600/7720	exempt learners with unit	Web authoring	M/103/4526
312	Creating an interactive digital animation	F/600/7723	exempt learners with unit	Digital animation	T/103/4527
310	Interactive multimedia design	M/600/7717	exempt learners with unit	Interactive multimedia design	A/103/4528
314S	Creating a digital sound track	H/600/7732	exempt learners with unit	Digital sound editing	F/103/4529
314V	Creating a digital video sequence	K/600/7733	exempt learners with unit	Digital video editing	T/103/4530
316	Developing 3D digital games using game creation software	J/600/7741	exempt learners with unit	3D game engines	F/103/4532
315	Game design concepts	A/600/7736	exempt learners with unit	Game design	J/103/4533

9.3 Barred Combinations

Unit achievement at ONE level only will count towards the full qualification. The higher level unit will always contribute to the credits unless a lower level is needed to satisfy the credit rules.

		L1	L2	L3
One of Units	102 or 202 or 302	M/600/7684	T/600/7685	F/600/7687
One of Units	103 or 203 or 303	J/600/7688	L/600/7689	F/600/7690
One of Units	104 or 204 or 304	J/600/7691	L/600/7692	M/600/7698
One of Units	105 or 205 or 305	D/600/7700	K/600/7702	M/600/7703
One of Units	106 or 206 or 306	T/600/7704	A/600/7705	F/600/7706
One of Units	207 or 307		J/600/7707	L/600/7708
One of Units	208 or 308		R/600/7709	J/600/7710
One of Units	110 or 210 or 310	D/600/7714	H/600/7715	M/600/7717
One of Units	111 or 211 or 311	T/600/7718	A/600/7719	M/600/7720
One of Units	112 or 212 or 312	T/600/7721	A/600/7722	F/600/7723
One of Units	113 or 213 or 313	J/600/7724	L/600/7725	R/600/7726
One of Units	114 or 214S or 314S	H/600/7729	Y/600/7730	H/600/7732
One of Units	114 or 214V or 314V	H/600/7729	D/600/7731	K/600/7733
One of Units	115 or 215 or 315	M/600/7734	T/600/7735	A/600/7736
One of Units	216 or 316		F/600/7740	J/600/7741
One of Units	117 or 217 or 317	R/600/9301	D/600/9303	H/600/9304

10 Further Support and Information

10.1 General enquiries

For general enquiries relating to any of OCR's vocational qualifications, please contact the OCR Customer Contact Centre on:

Telephone: 024 76 851509
Fax: 024 76 851633
Email: vocational.qualifications@ocr.org.uk

Alternatively, you could visit OCR's website at www.ocr.org.uk for further information on OCR qualifications.

10.2 Centre Approval, Candidate Registration and Certification

For general information regarding centre approval, candidate registration and certification, please contact Operations Customer Support on:

Telephone: 024 76 470033

or at:

Operations
OCR
Progress House
Westwood Way
Coventry
CV4 8JQ

10.3 Results enquiries

Forms and current fees can be obtained from:

Results Enquiries
OCR
Progress House
Westwood Way
Coventry
CV4 8JQ

Telephone 024 76 470033

10.4 Customer feedback

We welcome feedback from customers on all aspects of our provision. Comments relating to this documentation should be sent to:

The OCR Qualification Manager
Creative iMedia
Qualifications Division
OCR
Coventry Office
Westwood Way
Coventry
CV4 8JQ

10.5 OCR Training Events

Information on OCR's training events for centres can be found on the OCR website by going to www.ocr.org.uk, or by contacting:

OCR Training
Customer Support Division
Progress House
Westwood Way
Coventry CV4 8JQ

Telephone: 02476 496 398
Fax: 02476 496 399
Email: training@ocr.org.uk

10.6 OCR Publications

The OCR Publications Service offers support to OCR customers, centres, parents and candidates. It offers a wide range of up-to-date materials for sale which relate to our key qualifications. These materials include specifications, past papers, mark schemes and a range of support materials.

The OCR Publications Catalogue holds the full list of materials currently available to order. To obtain a copy of this and to order publications, please go to <http://publications.ocr.org.uk> or call our dedicated order line on 0870 770 6622.

Orders can also be emailed to publications@ocr.org.uk or posted to the address on the order form printed in the OCR Publications Catalogue.

OCR Support Materials prepare extra resources to help you deliver our qualifications. These support materials can be ordered from OCR Publications and more information about the materials can be obtained from support.materials@ocr.org.uk.

10.7 Publications (related to these qualifications)

Admin guide: Vocational Qualifications 2009/10 (including NVQs and other verified qualifications)
(code A850) [Admin guide](#)

JCQ publication Access Arrangements and Special Consideration for General and Vocational Qualifications www.ocr.org.uk