




Creative Technologies : Creative and Digital Media : OCN

The OCNLR Level 1 Award and Certificate in Creative and Digital Media qualifications have been developed to provide a flexible introduction to this exciting and important vocational sector. In the UK, the creative industries employ nearly three million people and add £80 billion to the economy every year. Helping develop interest in this sector and unleashing the latent talent of future creative and digital media workers, is hugely important for the UK and provides real and extensive opportunities for learners in richly varied fields and roles. These qualifications provide a means for that all-important introduction to the subject, which, it could be argued, provides a set of subjects with unparalleled potential for engaging even disaffected and challenged learners, as well as others, through practical project based and creative work right from the start of their studies.

 <p>Prior Learning</p>	<p>This qualification will build on knowledge from Key Stage 4. Some example of this are:</p> <p>Digital Literacy: Key Stage 4 Computing often covers digital literacy, which includes understanding and using digital devices, software applications, and online tools. This knowledge is foundational in the Creative and Digital Media qualification, as it involves working with various digital technologies and software tools for media creation and editing.</p> <p>Programming Concepts: If Key Stage 4 Computing included programming topics, such as algorithms, control structures, variables, and data types. This provides a solid foundation for understanding scripting languages, automation, and interactive elements in digital media projects.</p> <p>Multimedia Technologies: Key Stage 4 Computing may have introduced learners to multimedia technologies, such as image editing, audio editing, and video editing tools. This prior knowledge can be built upon in the Creative and Digital Media qualification, as it involves using multimedia software and techniques for creating and manipulating various media assets.</p>
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 <p>Careers</p>	<p>By studying this accreditation learners could pursue careers in:</p> <ul style="list-style-type: none"> Graphic Designer Digital Marketer Social Media Manager Digital Media Coordinator
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 <p>Qualification Next Steps</p>	<p>Achieving this qualification could provide the platform for learners to move on to:</p> <p>Higher-Level Creative and Digital Media Qualifications: The OCNLR qualification can provide a solid foundation for pursuing higher-level qualifications in creative and digital media.</p> <p>Apprenticeships: The OCNLR Creative and Digital Media qualification can also be valuable for entry into apprenticeship programs in the creative and digital media sector.</p>
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https://www.ocnlondon.org.uk/Portals/0/Documents/OCN%20London%20Qualification%20Guide/Unit%20Guides/L1_Qual_Guide_in_Creative_and_Digital_Media.pdf

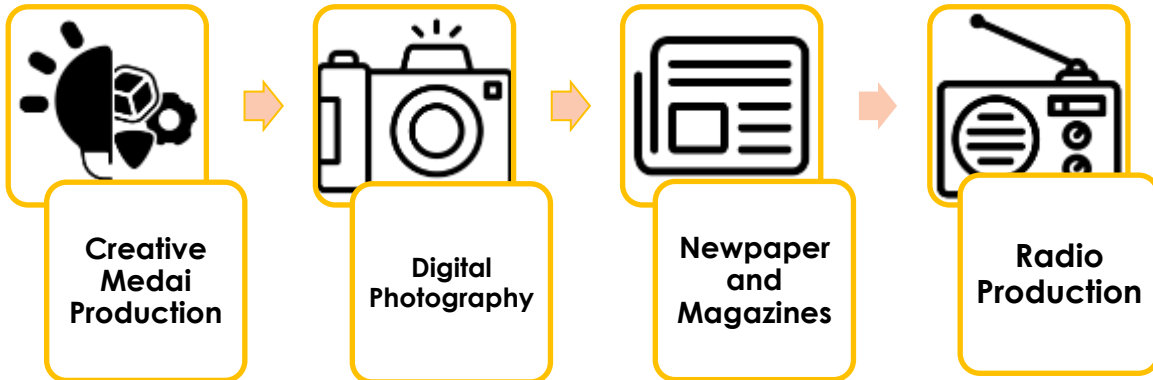
Course Learning Journey

Autumn 1 Term

Autumn 2 Term

Spring Term

Summer Term



Specification	https://www.ocnlondon.org.uk/Portals/0/Documents/OCN%20London%20Qualification%20Guide/Unit%20Guides/L1_Qual_Guide_in_Creative_and_Digital_Media.pdf														
F/508/1939 Creative Media Production Skills Level 1 4 Credits J/617/6190 Creative Media Production Skills Entry 3 4 Credits	<p>Unit Summary: The Creative Media Production Skills unit focuses on developing learners' practical skills and knowledge in various aspects of media production. This unit provides hands-on experience and covers essential elements of creative media production.</p> <table border="1"> <thead> <tr> <th>LEARNING OUTCOMES</th> <th>ASSESSMENT CRITERIA</th> </tr> </thead> <tbody> <tr> <td>The learner will:</td> <td>The learner can:</td> </tr> <tr> <td>1. Be able to find out about an aspect of creative media.</td> <td>1.1. Identify relevant information about a chosen area of creative media. 1.2. Communicate findings to others.</td> </tr> <tr> <td>2. Be able to plan a media product.</td> <td>2.1. List key planning activities required to produce a specific media product. 2.2. Demonstrate key planning activities in preparation for the production of a media product.</td> </tr> <tr> <td>3. Be able to produce a media product.</td> <td>3.1. Use research findings and planning information to produce a media product.</td> </tr> <tr> <td>4. Be able to present a media product.</td> <td>4.1. Present own media product to others in a manner appropriate to the chosen audience so that they clearly understand the purpose of the product and its key features.</td> </tr> <tr> <td>5. Understand how to review media products.</td> <td>5.1. Use own assessment and feedback from others to identify what went well in own work and work of others. 5.2. Identify areas for development in own work.</td> </tr> </tbody> </table>	LEARNING OUTCOMES	ASSESSMENT CRITERIA	The learner will:	The learner can:	1. Be able to find out about an aspect of creative media.	1.1. Identify relevant information about a chosen area of creative media. 1.2. Communicate findings to others.	2. Be able to plan a media product.	2.1. List key planning activities required to produce a specific media product. 2.2. Demonstrate key planning activities in preparation for the production of a media product.	3. Be able to produce a media product.	3.1. Use research findings and planning information to produce a media product.	4. Be able to present a media product.	4.1. Present own media product to others in a manner appropriate to the chosen audience so that they clearly understand the purpose of the product and its key features.	5. Understand how to review media products.	5.1. Use own assessment and feedback from others to identify what went well in own work and work of others. 5.2. Identify areas for development in own work.
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LEARNING OUTCOMES	ASSESSMENT CRITERIA
The learner will:	The learner can:
1. Be able to plan a media product.	1.1. Plan the production of a media product showing consideration of some key aspects.
2. Be able to produce a media product.	2.1. Produce a basic media product in line with own plan.
3. Be able to present a media product.	3.1. Present own media product to others so that they understand the purpose of the product and its key features.
4. Be able to review media products.	4.1. Improve at least one aspect of own work based on feedback.

Y/508/1946
Digital Photography
Level 1
3 Credits

Unit Summary: The Digital Photography unit provides learners with the knowledge and practical skills necessary to capture and edit high-quality digital photographs. The unit emphasizes both technical and creative aspects of digital photography, allowing learners to explore various techniques, equipment, and software to create compelling images. Throughout the unit, learners will develop a solid foundation in photography principles, composition, and post-processing techniques

Y/617/6193
Digital Photography
Entry 3
3 Credits

LEARNING OUTCOMES	ASSESSMENT CRITERIA
The learner will:	The learner can:
1. Know about digital cameras.	1.1. Identify features of a digital camera. 1.2. Identify camera settings for particular photographic conditions and contexts.
2. Understand how to plan a photo-shoot.	2.1. List requirements of a brief. 2.2. Outline legal constraints related to taking photographs. 2.3. List the process for taking specific photographs. 2.4. List equipment required for taking specific photographs.
3. Be able to take photographs using a digital camera.	3.1. Use equipment to take photographs in accordance with a brief. 3.2. Check photographs for image quality. 3.3. Transfer photographs to a storage medium. 3.4. Save photographs in suitable format.

LEARNING OUTCOMES	ASSESSMENT CRITERIA
The learner will:	The learner can:
1. Be able to take photographs using a digital camera.	1.1. Use equipment to take at least twenty photographs in accordance with a brief. 1.2. Use at least four different camera settings, e.g. two different picture sizes and two different exposure settings. 1.3. Select best two photographs. 1.4. Transfer photographs to a storage medium.
2. Be able to review a digital photograph.	2.1. Improve at least one aspect of own work based on feedback.

L/508/1975
Images and Design in Newspapers and Magazines
Level 1
3 Credits

Unit Summary: The Images and Design in Newspapers and Magazines unit focuses on developing skills in creating visually appealing and effective images for use in print media. This unit is designed to provide learners with an understanding of the principles of design and layout specific to newspapers and magazines

K/617/6196

Entry 3

3 Credits

LEARNING OUTCOMES	ASSESSMENT CRITERIA
The learner will:	The learner can:
1. Know the format of a newspaper.	1.1. State the function of the different sections of a newspaper. 1.2. Give reasons for the positioning of different pages within a newspaper. 1.3. Give reasons for the positioning of different pages within a magazine.
2. Understand the value of images and graphic design in newspaper and magazine production.	2.1. Identify key factors in effective page design. 2.2. Outline why design is important in newspaper and magazine production. 2.3. Outline why images are important in newspaper and magazine production. 2.4. List differences between newspaper and magazine design. 2.5. Give examples of how visual images and graphic design are used effectively in newspapers and magazines.
3. Be able to design a draft page for a newspaper or magazine.	3.1. Design a draft newspaper or magazine page that achieves the desired effect.
4. Be able to review own work.	4.1. Use feedback on own work to identify an aspect which works well. 4.2. State a way to adapt ideas and amend the work.

LEARNING OUTCOMES	ASSESSMENT CRITERIA
The learner will:	The learner can:
1. Be able to plan a basic newspaper or magazine.	1.1. Plan a basic newspaper or magazine to a set brief, and which includes the use of text, images and sections.
2. Understand the value of images and graphic design in newspaper and magazine production.	2.1. Produce a basic newspaper or magazine which includes the use of text, images and sections. 2.2. Show some consideration of basic page design. 2.3. Use images in an effective and appropriate manner. 2.4. Use text in an effective and appropriate manner. 2.5. Use sections in an effective and appropriate manner.
3. Be able to review own work.	3.1. Improve at least one aspect of own work based on feedback.

K/508/1966

Introduction to Radio Production and Interviewing

Level 1

3 Credits

T/617/6198

Introduction to Radio Production and Interviewing

Entry 3

4 Credits

Unit Summary: The Introduction to Radio Production and Interviewing unit provides learners with an overview of the fundamentals of radio production and interviewing techniques. This unit aims to equip learners with the skills and knowledge necessary to produce and conduct engaging interviews for radio broadcasts

LEARNING OUTCOMES	ASSESSMENT CRITERIA
The learner will:	The learner can:
1. Understand different types of radio programmes.	1.1. Give examples of a range of radio stations. 1.2. Outline different types of programmes on national and commercial stations.
2. Know about the stories relevant for local radio.	2.1. Outline the difference between a local and national story. 2.2. Identify suitable subjects and potential interviewees for local radio stories.
3. Be able to conduct an interview.	3.1. Identify the words used in open interviewing. 3.2. Use questions to interview the public.
4. Understand different techniques used for radio.	4.1. Identify different techniques used in radio broadcasting.
5. Understand and be able to use sound recording equipment.	5.1. Identify and use the controls of sound recording equipment. 5.2. Demonstrate how to record, save and edit audio samples.
6. Understand relevant Health and Safety issues for radio production and interviewing.	6.1. Outline relevant Health and Safety issues for radio production and interviewing. 6.2. Identify safe ways of working.

LEARNING OUTCOMES	ASSESSMENT CRITERIA
The learner will:	The learner can:
1. Be able to plan a sound recording.	1.1. Plan a recording suitable for broadcast on local radio.
2. Be able to conduct an interview.	2.1. Conduct and record an interview, in line with plan.
3. Be able to use sound recording equipment.	3.1. Use basic controls of sound recording equipment effectively. 3.2. Demonstrate how to record, save and conduct basic editing of audio samples.
4. Be able to follow relevant Health and Safety guidelines and safeguards.	4.1. Follow key Health and Safety guidelines and safeguards when conducting and recording an interview.
5. Be able to review own radio production.	5.1. Improve at least one aspect of own work based on feedback.