Subject -Interactive Media NCFE Level 1/ 2

Brief Synopsis

Interactive media is the integration of digital media including combinations of electronic text, graphics, moving images, and sound, into a structured digital computerised environment that allows people to interact with the data for appropriate purposes.

The NCFE Level 2 Awards in Interactive Media complements GCSE qualifications. It is aimed at 14-16 year olds studying Key Stage 4 curriculum who are interested in any aspect of Interactive Media, including sourcing ideas and design. It is equivalent to GCSE grades 8.5-4. The qualification focuses on an applied study of the Interactive Media sector and learners will gain a broad understanding and knowledge of working in the sector. This qualification has been designed to sit alongside the requirements of core GCSE subjects and is appropriate for learners who are motivated and challenged by learning through hands-on experiences and through content which is concrete and related directly to those experiences.

This Level 2 qualification is appropriate for learners who are looking to develop a significant core of knowledge and understanding in interactive media, and an understanding of how to apply their learning to the interactive media sector. This qualification has overlapping content with the Level 1 qualification (603/0851/5). This is not intended as progression from the Level 1 qualification.

	Content	Description
Years 10 & 11	**Content Area 1:** Types of interactive media products and their features	An understanding of the different types of interactive media products will support the learners to understand how interactive media products are used across a range of disciplines. Learners will review products across industry sectors including education, entertainment and promotion.
	Content area 2: Interactive media and the audience	An understanding of the different audiences that interactive media products are created for will support the learners to understand how Interactive Media Designers use assets and content to target different audiences across a range of disciplines. Learners will explore the demographics, psychographics and profiling within their investigations across industry sectors including education, entertainment and promotion.
	Content area 3: Software and hardware options for interactive media products	An understanding of how the practical experimentation of different media software applications is used when developing interactive media assets and content will support the learners to understand how creators practise and experiment with techniques to create a final solution. The full range of this content area, inclusive of authoring platforms, image manipulation, audio manipulation, video manipulation and motion capture, will ensure learners have a full understanding of the intensity of development work that creators undertake.
	Content area 4: Product proposals and planning for interactive media products	An understanding of the different types of interactive media clients will support the learners to understand how Designers and Creators work across the industry sectors and in what capacity. Commercial and non-profit clients should be explored to ensure learners have a full understanding of the diverse work that Interactive Media Designers and Creators undertake.

Content area 5: Developing an interactive media product	An understanding of how digital skills are used in the creation of assets will support the learners to understand how Creators work with their development work to create a final solution. This will include a range of software applications where applicable. The full range of this practical application/production stage, appropriate to the learners' chosen discipline(s), should be included to ensure learners have a full understanding of the intensity of production work that Interactive Media Creators undertake. Other aspects, such as using peripherals and software to create digital images, edit images and save and export files correctly, will also be included. This is inclusive of image, audio and video assets.	
Content area 6: Promotion and presentation of interactive media products	An understanding of the purposes of effectively presenting design solutions to different types of audiences will support the learner to understand how this crucial stage is required to creatively communicate and showcase their design solution. Purposes include enhancing a design profile, showcasing works, attracting new clients and enhancing employment opportunities. Audiences include current customers, potential customers and peers. This is inclusive of appropriate methods of presentation for the chosen discipline.	
Content area 7: Review of production processes and final product	An understanding of the process of ongoing review of their own work will support learners to understand how Designers and Creators work to refine their ideas for the final design solution. The full range of review points such as client requirements, communication of ideas, appropriateness for target audience, potential problems and solutions, time management and effective use of resources should be fully addressed to ensure learners have a full understanding of the continuous review process that designers and creators undertake. This is inclusive of all stages of pre-production, production and postproduction.	
Internal Assessment	Internal assessment synoptic project covering all learning outcomes worth 60 of the technical award. The completion time for the Synoptic Project is 21 hours of supervised time. The synoptic project will assess the learner's ability to effectively draw together their knowledge, understanding and skills from across the whole vocational area between area 1 to area 7. The synoptic project will be externally set by NCFE, internally graded by the centre and externally quality assured by NCFE. The student will undertake the synoptic project assessment once all teaching content from area 1 to area 7 has been delivered. This is to ensure that students are in a position to complete the synoptic project successfully. A different synoptic project brief will be released every academic year.	
External Assessment	External assessment invigilated practical exam assessing application of knowledge and skills worth 40% of the technical award. Written examination: • 80 marks • 1 hour 30 minutes • a mixture of multiple-choice, short-answer and extended-response questions. The written examination will assess the students' knowledge and understanding of content from component area 1 to component area 7. The examination takes place at the end of year 11.	