Cambridge National in Creative iMedia

YEAR 9 OPTIONS

What is Creative iMedia?

Digital Media is a key part of many areas of our everyday lives and vital to the UK economy.

Production of digital media products is a requirement of almost every business so there is huge demand for a skilled and digitally literate workforce.

This course will provide you with the skills for further study in subjects such as media, journalism, design or business.

It also prepares you for a range of creative and technical job roles within the media industry.

"Creative iMedia is designed to equip learners with a range of skills and provide opportunities to develop, in context, transferable skills such as research, planning, and review, working with others and communicating creative concepts effectively. The hands on approach has strong relevance to the way people use the technology required in creative media."

It is an exciting course that allows you to use digital devices to explore and create a variety of products, such as advertising posters, book covers and interactive multimedia products. You will learn how media is targeted at people and the effect is has on them through the study of real life scenarios.

Course Overview

There are two mandatory units:

- **Creative iMedia in the media industry**
(Exam - 40%)

- **Visual identity and digital graphics**
(Coursework - 25%)

And one optional unit:

- **Interactive digital media**
(Coursework - 35%)

Assessment

GCSE Equivalent Grades

- The course is assessed at the end of the qualification and is equivalent to GCSE grading.

- All colleges and universities accept this qualification and grading.

- Grades are based on assessment across all three units.

- Students will be awarded a grade from Pass at Level 1 through to Distinction* at level 2.
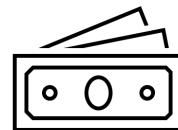
Why should you study Creative iMedia?
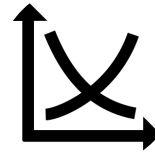
Huge demand for a skilled and digitally literate workforce

Digital media products used in almost every business

A key part of many areas of our everyday lives

Vital to the UK economy that the workforce is equipped with creative people

Unit R093: Creative iMedia in the media industry

This is a mandatory unit assessed via an exam

- In this unit you will learn about the sectors, products and job roles that form the media industry.

- You will learn the legal and ethical issues considered and the processes used to plan and create digital media products.

- You will learn how media codes are used within the creation of media products to convey meaning, create impact and engage audiences.

Unit R094: Creative iMedia in the media industry

This is a mandatory unit assessed via coursework

- In this unit you will learn how to develop brands and visual identities for clients.

- You will also learn to apply the concepts of graphic design to create original digital graphics which incorporate your visual identity to engage a target audience.

- You will also learn a range pf design skills using the Adobe Creative Suite including Photoshop.
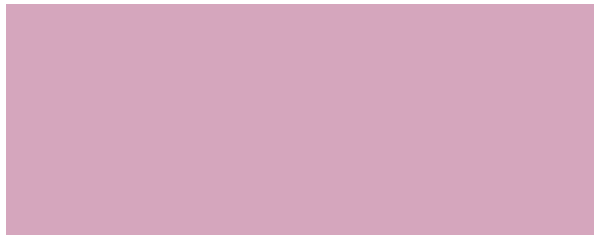
Unit R097: Creative iMedia in the media industry

This is an optional unit assessed via coursework

- In this unit you will learn to design and create interactive digital media products for chosen platforms.

- Interactive digital media products are found across the media industry, in games, websites and apps, and learning.

- You will learn to select, edit and repurpose multimedia content of different kinds and create the interactive elements necessary for an effective user experience.

For more information contact:

You can also speak to your Computing Teacher.

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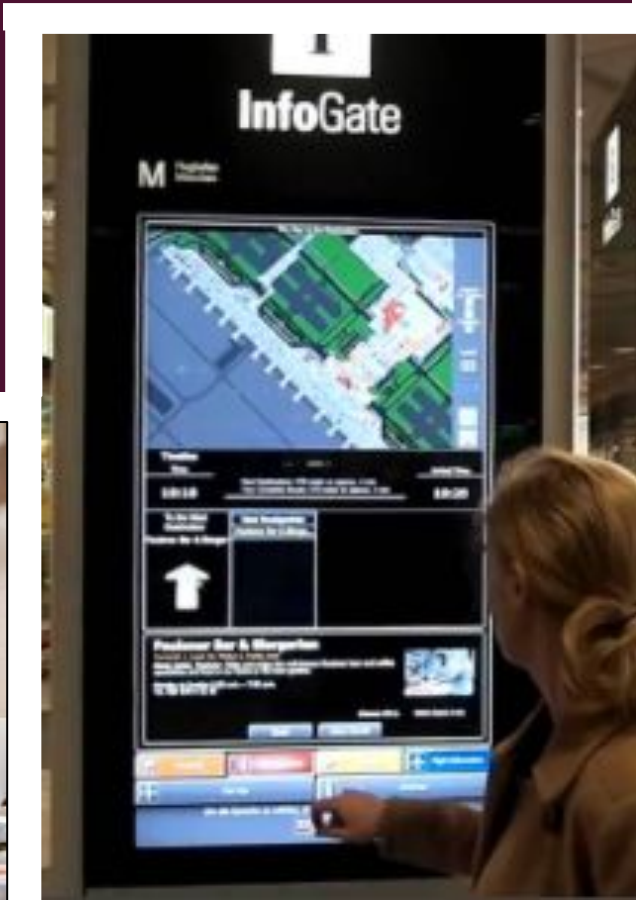
Specification: OCR Cambridge Nationals in Creative iMedia

Year 10:
Unit R093: Creative iMedia in the media industry
Unit R094: Visual identity and digital graphics

Year 11:
Unit R094: Visual identity and digital graphics (continued)
Unit R097: Interactive digital media

The exam (Unit R093)will be taken at the end of year 11 - it is taught in year 10 as the skills needed are applied throughout the other units.

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Methods of study:
You will develop your knowledge and skills through teacher led sessions, and group and individual research. A range of resources have been developed to guide you through the skills needed to use the different software packages.
The resources used are all available through google classroom and accessible both in school and at home.

This is a level 2 course that is equivalent to a GCSE with the following grading:

Distinction* level 2   Distinction level 1

Distinction level 2   Merit level 1

Merit level 2   Pass level 1

Pass level 2

https://www.prospects.ac.uk/jobs-and-work-experience/job-sectors/creative-arts-and-design/creative-jobs