

# Cambridge Nationals Creative iMedia



# What is Creative iMedia

- This course builds practical skills in digital media, preparing students for further study or careers in creative industries, IT, and media production. It develops creativity, problem-solving, and technical expertise essential for modern digital roles.
- Subject-Specific Skills
  - Graphic design & digital imaging
  - Animation & interactive media
  - Digital game production
  - Media planning & development
  - Understanding digital ethics & copyright
- Key Career Skills
  - Creativity & innovation
  - Project management
  - Problem-solving & attention to detail
  - Communication & teamwork
- Industry Links
  - Supports careers in media, graphic design, advertising, IT, and game development, equipping students with in-demand digital skills.



## Course Overview and structure.

The qualification consists of three units:

### **1. R093 – Creative iMedia in the Media Industry (Examined Unit) 40%**

- **Assessment:**
- 1 hour 30-minute written exam
- 70 marks

### **2. R094 – Visual Identity and Digital Graphics (NEA – Coursework) 25%**

**Assessment:**

- Non-examined assessment (coursework)
- 30 marks

### **3. R097 – Interactive Digital Media (NEA – Coursework) 35%**

**Assessment:**

- Non-examined assessment (coursework)
- 70 marks

## Assessment

Creative iMedia is a **Cambridge nationals course** and is graded **P1 to D2\***.

### Assessment Objectives (Performance objectives)

- 1. PO1 – Recall Knowledge and Show Understanding**
  - Demonstrate knowledge of the media industry, pre-production techniques, and digital media tools.
  - Assessed mainly in **R093 (examined unit)** through multiple-choice, short-answer, and extended response questions.
- 2. PO2 – Apply Knowledge and Understanding**
  - Use knowledge to plan, create, and evaluate media products.
  - Featured in both **exam and coursework units (R093, R094, R097)** through practical application of media concepts.
- 3. PO3 – Analyse and Evaluate Knowledge, Understanding, and Performance**
  - Assess the effectiveness of digital media products for their intended purpose and audience.
  - Includes reviewing and making improvements based on testing and feedback.
- 4. PO4 – Demonstrate and Apply Skills and Processes Relevant to the Subject Area**
  - Create high-quality media products using digital tools, applying technical and creative skills.
  - Assessed **only in coursework units (R094, R097)**.



## Unit R093: Creative iMedia in the media industry (40%)

This unit explores the digital media industry, its sectors, and the factors that influence product design. Students will learn about pre-production planning, media codes, legal issues, and the distribution of media products.

### Key Topics:

- The media industry and job roles
- Factors influencing media product design
- Pre-production planning and documentation
- Media codes, conventions, and audience engagement
- Legal and ethical considerations in media production
- Distribution platforms and media file formats

### Assessment:

- 1 hour 30-minute written exam
- 70 marks



## Unit: R094 Visual Identity and Digital Graphics (25%)

This unit focuses on the creation of digital graphics and the development of visual identities for media products. Students will apply design principles, use graphic editing software, and create digital assets for a specific brief.

### Key Topics:

- Designing a visual identity
- Graphic design principles and conventions
- Planning and creating digital graphics
- Using industry-standard software
- File formats, compression, and exporting graphics

### Assessment:

- Non-examined assessment (coursework)
- 30 marks



## R097 – Interactive Digital Media (35%)

Students will design and create interactive digital media products, incorporating multimedia elements such as images, videos, and sound. This unit develops practical skills in planning, creating, and reviewing interactive media projects.

### Key Topics:

- Understanding interactive digital media products
- Planning interactive media, including navigation and interactivity
- Sourcing, creating, and editing digital assets
- Testing, reviewing, and evaluating media products
- Exporting interactive media in suitable formats

### Assessment:

- Non-examined assessment (coursework)
- 70 marks



# Key Career Skills

- **Creativity & Innovation** – Generating original ideas for media projects.
- **Project Management** – Planning, organising, and executing projects.
- **Problem-Solving** – Identifying challenges and developing effective solutions.
- **Communication** – Presenting ideas visually and digitally.
- **Attention to Detail** – Ensuring high-quality production and design.



# Future career opportunities

Studying **Creative iMedia** can lead to a career in;

- **Media & Entertainment – Film, TV, and game development.**
- **Graphic & Web Design – Digital branding, UI/UX design, and marketing.**
- **Advertising & Marketing – Content creation for digital campaigns.**
- **Technology & IT – Software development, app design, and multimedia production.**
- **Publishing & Journalism – Digital content creation and visual storytelling.**

# Future study opportunities

Studying **Creative iMedia** can lead to further study in;

- Any relevant subject at Level 3 (A level), for example at NSG we offer:
  - **A Level Computer Science**
  - **A Level Photography**
  - **A Level Film**
- Other creative subjects, such as;
  - **Computing subjects, such as web design and computing.**
  - **Design subjects, such as graphic design or illustration.**