

Course Title: Creative iMedia

Course Code/Codes: J834

Examining Body: OCR

What is the aim of this course?

Creative iMedia students will have the opportunity to understand and apply the fundamental principles and concepts of digital media. Pupils will explore factors that influence product design, use of code and conventions, pre-production planning techniques, legal issues and the creation, publishing and distribution of digital media products. During the course pupils will design, plan, create and review digital media products which are fit for purpose meeting both client and target audience requirements.

Pupils will be encouraged to think creatively, innovatively, analytically, logically, and critically throughout the course. The practical skills developed can be applied to real-life contexts and work situations relevant to the media industry and wider industries.

Why should I choose this course?

Pupils should choose this course if they love to use technology in a creative way, exploring the use of technology and how they aid marketing and production in the media sector. Pupils will develop multimedia skills to create meaningful digital assets ranging from graphics to websites. Cambridge National takes an engaging, practical and inspiring approach to learning Creative iMedia. Digital media plays an important part in many areas of our everyday lives and is also an important part of the UK economy.

How will I be assessed?

Unit R093: Creative iMedia in the media industry

- Written exam: 1hr 30mins
- 40% of qualification

Unit R094: Visual identity and digital graphics

- Coursework unit: Totalling 12hrs
- 25% of qualification

Unit R097: Interactive digital media

- Coursework unit: Totalling 15hrs
- 35% of qualification

Is this course for me?

Do you... have practical skills, creativity and confidence in learning out digital media? Enjoy working in a group? Show your own initiative when sourcing materials? If you answered "Yes", then the Creative iMedia course is right for you.

Possible career opportunities

- Graphic designer
- Television
- Social Media Officer
- Web designer
- Games / App Developer
- Multimedia specialist
- UX analyst/designer
- VFX artist
- Specialist Creative iMedia Teacher



Creative iMedia

Cambridge National - CNAT (Level 1/2)