



## WHAT WE AIM TO ACHIEVE

This course aims to develop your knowledge and skills in Creative iMedia. You will learn about planning, production and post-production techniques in digital media including multimedia web design and digital animation or game concepts and design. This is a vocational course and is designed to support those students who prefer a more practical approach to assessment to develop a deeper knowledge of the digital media environment and more advanced skills in the use of digital graphics and digital editing. This course will also help students to develop skills in time management, project management and appeal to their creativity and design skills.

## COURSE OUTLINE

The Cambridge National in Creative iMedia is media sector focused, including film, television, web development, gaming and animation, and has IT at its heart. This course provides knowledge in a number of key areas in this field, from pre-production skills to digital animation.

The course has four key areas. You will learn about Pre-Production Skills (R081). You will develop your understanding of the purpose and content of pre-production. You will also learn how to plan pre-production and to produce and review pre-production documents. You will also complete three practical assignments to match a client brief. You will learn how to create digital graphics (R082). In addition you will complete two further practical assignments to meet a client brief. There are a range of assignments available and the final decision about the specific assignments undertaken will be matched as closely as possible to the needs and abilities of the group. You could be asked to design and create a multipage website (R085); you may be asked to design and create a Digital Animation (R086); you may be asked to design a game concept (R091) or to develop a Digital Game (R092).

## HOW WILL I BE ASSESSED?

Creative iMedia consists of four assessed units. Three equal practical assessment tasks account for 75% of your overall mark. These tasks are marked internally and moderated externally. The client briefs are set by the OCR Exam Board.

You will also complete a 60 minute written examination worth 25% of your overall mark. The written examination assesses your progress in understanding Pre-Production Skills (R081). The exam has a mixture of short and long answer questions.

## WHAT SKILLS DO I NEED?

You should have a good idea from your ICT lessons in Year 9 about whether you like working with computers. You may have also discovered that you are good at Art and Graphics too. If you enjoy the nature of practical work using ICT applications and you are creative then you will probably enjoy the course. If you enjoy playing on computers but not using them as a creative tool or if you prefer Business Applications to Media Applications, then you may find this course is not what you are looking for. This course suits students who excel in completing course work methodically, who have the patience and perseverance to succeed and the creative flair to make their work stand out.