

Creative iMedia (Cambridge National) KS3 and KS4

What are the aims of the course?

To encourage students to:

- understand and apply the fundamental principles and concepts of digital media including factors that influence product design, use of media codes and conventions, pre-production planning techniques, legal issues and creation/publishing/distribution considerations
- develop learning and practical skills that can be applied to real-life contexts and work situations
- think creatively, innovatively, analytically, logically and critically
- develop independence and confidence in using skills that would be relevant to the media industry and more widely
- design, plan, create and review digital media products which are fit for purpose meeting both client and target audience requirements

What is the content of the course?

- The course looks at the impact digital media is having on the world today and explores the main skill used within the creative iMedia sector. The course focuses on visual identity, digital graphics design and computer games design.
- Students will also discover the impacts of digital products and develop skills in planning, creating and testing products for a range of purposes.
- The course also explores the world of the designer, in which students will develop original digital products using a range of industry software and techniques.

What will be assessed during the course?

- Unit R093 – Creative iMedia in the Media Industry – 33% of grade - externally assessed unit
- Unit R094 -Visual Identity and Digital Graphics – 33% of grade - Course work unit
- Unit R099 – Digital Games – 33% of grade – Course work unit

Course work units are internally marked and externally moderate.

What equipment will be required?

- Access to a computer at home with web connectivity and an office suite installed.

