

Cambridge Nationals Creative iMedia Level 1/2

Examination Board: OCR
Course Specification: J834

What is Cambridge Nationals Creative iMedia all about?

You should choose this course if you are interested in how IT can be used to produce creative works for instance graphics, animations, websites, film, sound, and other digital products. You should have an interest in working creatively with computers and enjoy the challenge of producing products for a set brief.

Course Structure:

During Year 9 pupils will learn:

- Graphics skills with Photoshop and Illustrator
- Animation skills with Flash
- Film recording and editing techniques
- How to create suitable pre-production documents: mind-maps, mood boards, storyboards, scripts and visualisation diagrams
- Audio production skills

During Year 10 and 11 pupils will complete coursework units to include:

- Visual Identity
 - How graphics such as logos are used to create brand images
 - Skills to create graphics for marketing and brands
 - Understanding target audiences and meeting briefs
 - Digital tools to create logos, magazine pages, web banners and more
- Interactive Digital Media
 - How interactive products e.g. websites are used to inform the user.
 - The legal implications of creating content.
 - Designing and creating effective interactive digital media.
 - Audio and visual components such as sound and video editing

Pupils will also build knowledge towards the examined component of the course based on pre-production skills:

- Mood boards/mind maps/storyboards/wireframes as planning tools.
- Sectors and job roles in the media industry.
- Understanding style, content and layout.
- Dealing with clients and understanding written briefs.
- Distribution platforms and technical skills to prepare products for distribution.

How will I be assessed?

40% written examination and 60% coursework.

The coursework is assessed internally and moderated externally by the exam board.

What could I do next with Cambridge Nationals Creative iMedia?

This qualification could lead in to any creative Level 3 course including the Level 3 in Digital Media offered by this school. The research, planning and practical skills can be used in any creative environment and would be suitable for those considering an apprenticeship in this sector.