

# Creative iMedia

## Outline of the course

This qualification will suit those students who have an interest in developing their ICT skills.

Digital Media plays an important part in many areas of our everyday lives and is also an important part of the UK economy. There is a demand from employers for an increasingly skilled and technically literate workforce as more and more media products are produced digitally. Cambridge Nationals in Creative iMedia provide students with specific and transferable skills and a solid foundation in understanding and applying this subject, whether it is in employment or higher education. The course will also provide you with an essential foundation for any further courses including courses specific to the use of computers and new technology such as A-level and vocational courses.

## Assessment

The course is mostly Coursework, with one exam on pre-production skills. All coursework Units that are carried out are assessed and count towards a student's final grade. The mandatory units of pre-production and creating digital graphics underpin the qualification and reflect key industry skills. The pre-production skills unit is assessed through an examination and contributes 25% of the marks.

### **Unit R081: Pre-production skills**

This first unit underpins the other learning in this qualification. Students will learn about how to plan preproduction effectively, including understanding of client requirements and reviewing pre-production briefs. They will use this knowledge in the optional units when they develop their own media products. This unit also provides excellent transferable skills such as project planning, which will be useful in a wide variety of contexts.

### **Unit R082: Creating digital graphics**

Digital graphics are a key part of most digital products and this mandatory unit will help support the other optional units in the suite. Students will learn the basics of digital graphics editing for the creative and digital media sector, considering client requirements that they learnt about in R081.

### **Unit R085: Creating a multipage website**

This unit enables students to understand the basics of creating multipage websites. Students will use their creativity to combine components to create a functional, intuitive and aesthetically pleasing website against a client brief.

**R091: Designing a game concept** - Students learn the basics of planning and designing digital games for the creative digital media sector. They investigate the capabilities and limitations of different platforms, and identify core features of digital games as they create a games design concept proposal for presentation to a client for critical review.



## Why study ICT

ICT skills are necessary for success in many areas and are among the basic skills required by employers. Cambridge Nationals in Creative iMedia are media-sector focused, including film, television, web development, gaming and animation, and have IT at their heart. As a worker of the future, the ability to analyse and design systems that are used in the workplace, the ability to see relationships and the broader perspective, to develop your project management skills and understand the need for team management will all be important and marketable skills.

For more information about this subject and the course, please contact:  
Mr M Walton or Mrs C Hunt.