

OCR Cambridge Nationals Certificate in Creative iMedia

What are the benefits of studying this subject?

Creative iMedia is a practical course that delves into the creative side of computer-based work; from the creation of animation to photography and websites. All the units follow a similar formula, with a strong emphasis on presentation. The course is challenging and will allow you to develop skills that are wide-ranging and required in today's employment market.

What is expected of a successful student in this subject?

Students who want to study Creative iMedia will need to be prepared to work at developing their IT skills, to put those skills to practical use and to evaluate and improve upon their work. Above all, they will need to be people who are prepared to take on a challenge and produce a creative solution that will benefit the client.

What can students expect?

It provides students with knowledge and understanding in a number of key areas from pre-production skills to creating media products.

Creative iMedia is very much a practical course 75% of which is made up of coursework through controlled assessments. The assessment is based upon the standard of work produced in completing unit tasks. Each unit will be assessed by the teacher against specific criteria. Assessments will be moderated internally by staff within the Computing department and then externally assessed by examiners from OCR. The OCR Cambridge National is a Level 1/Level 2 course. The level 2 award is an equivalent to a GCSE.

The course breakdown is outlined below:-

(R081) Pre-production skills: (Exam 25%) Through studying this unit students will understand the purpose and uses of a range of pre-production techniques. They will be able to plan pre-production of a creative digital media product to a client brief, and will understand how to review pre-production documents.

(R082) Creating digital graphics: (Controlled Assessment 25%) Through studying this unit students will understand the purpose and properties of digital graphics, and know where and how they are used. They will be able to plan the creation of digital graphics, create new digital graphics using a range of editing techniques and review a completed graphic against a specific brief.

(R084) Storytelling with a comic strip: (Controlled Assessment 25%) Through studying this unit students will understand the purpose and target audience of comics, be able to research, plan and create a comic strip based on a client's requirements and review it, identifying areas for improvement.

(R089) Creating a digital video sequence: (Controlled Assessment 25%) Through studying this unit students will understand the purpose of digital video products and where they are used. They will be able to plan a digital video sequence, create and edit a digital video sequence and review the final video sequence against a specific brief.

Where might this lead?

This course is excellent preparation for Media and vocational IT courses. It is useful for anyone who wants to work in today's digital world. It develops relevant skills for jobs in the media sector, In addition the course provides the knowledge, skills and understanding that a growing number of employers are demanding.

Possible careers include;

- Web development
- The film and TV industry
- Digital graphics
- Games Developer

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