OCR Cambridge Nationals in Creative iMedia

Why is the study of Creative iMedia important?

In the ever-changing digital world, digital media is the method of choice for people to access information. Creative iMedia is media sector-focused, including film, television, web development, gaming and animation, and have IT at their heart. It is a fantastic hybrid of creative ICT with an underlying theme of media within it. Not only is it about creating suitable products for audience and purpose, but it requires being able to justify decisions as to the reasons for design choices and how they are a suitable medium within an industry.

Across the study of Creative iMedia you will learn about essential working practices for working in the creative and digital media sector. This includes developing an understanding of the client brief, time frames, deadlines and preparing products that meet the needs of the client. As well as learning how to plan and design a product to meet the brief of a user, you will learn graphics, web design, video editing and skills to create interactive products. How we communicate and interact with technology has changed significantly in recent years. Having the skills to create graphics, edit videos and create websites is more relevant than ever, and possessing these skills demonstrate knowledge and ability to communicate effectively in the digital world.

What skills with the study of Creative iMedia teach you?

The skills you will learn through Creative iMedia include:

- creating graphics through using a range of tools and techniques using specialist image editing software
- creating graphics that are of an appropriate format for a range of scenarios
- creating multi-page websites that includes a range of different media types that are suitable for audience and purpose
- creating interactive products that include graphics, sound, video, animation and navigation

You will know and understand:
- how to use mood boards, visualisation diagrams, storyboards and scripts to design a product.
- how to interpret client requirements and produce plans with timescales to meet these requirements
- the different hardware and software requirements for a range of media products
- what legislation applies to creating digital media products
- what the different formats that are used in media products are used for and when it is appropriate to use them
- how to analyse a range of media products for audience and purpose
- how media products need to be adapted to be suitable for a range of different devices

- how connectivity methods affect user experience and how this needs to be factored when designing media products
- what types of user interfaces there are and how their design needs to consider house style, layout and accessibility

How does your study of Creative iMedia support your study in other subjects?

The design principles and the skills you learn in Creative iMedia are directly transferable across all subjects in the curriculum. Creative iMedia is about design concepts and applying these design concepts when creating other documents or products in other subjects still applies. The practical ICT skills that are developed throughout the course will allow you to ensure that when technology is used in other subjects for other contexts, that the end product is of high quality not just for the subject-specific content but the product itself.

How can you deepen your understanding of Creative iMedia?

Creative iMedia is all around us, and taking an interest in the products that you may see on social media such as videos, graphics etc not just for their content but also the underlying design principles around them. Why is a video constructed in the way it is? Why do magazines design and layout their front cover in the way they do? These questions will further deepen your understanding of the subject. Immersing yourself in digital media will certainly help deepen your knowledge and understanding of media products.

How are you assessed in Creative iMedia?

Creative iMedia is assessed through a range of internal and external assessments. There are four units in total with each contributing 25% towards the overall qualification. There is a written assessment and then three internally assessed and externally moderated coursework units. The course units consist of a graphics unit, a web design unit and an interactive multimedia product unit.

How can Creative iMedia support your future?

There is a wide range of ICT & media-based courses offered to post-GCSE students at colleges and sixth form providers including our own. Within Outwood we offer an ICT qualification that utilises the skills learnt in Creative iMedia and this is deliberate to ensure progression between stages of study. Due to Creative iMedia being a wide-ranging curriculum this allows for many avenues to be explored into higher and further education. There is a vast range of courses offered at university that target digital media, either through the production, design or publicising through this media.

Careers that a student of Creative iMedia supports include:

Web designer
Graphics design
Video production
Social media publicist
Media Marketing Director

Creative iMedia Course Overview		
Term	**Year 1**	**Year 2**
Autumn 1	Digital Audio Skills	Examination Content
Autumn 2	Digital Audio Skills	Examination Content & January Theory Exam
Spring 1	Creating a Digital Sound Sequence Assignment	Interactive Multimedia Product Skills
Spring 2	Creating a Digital Sound Sequence Assignment	Interactive Multimedia Product Skills
Summer 1	Digital Graphics Skills	Creating an Interactive Multimedia Product Assignment
Summer 2	Creating Digital Graphics Assignment	Exam Content & Theory Exam