

## Both pathways

### *What is Creative iMedia?*

Put simply, Creative iMedia is the study of creative uses of ICT. Creative iMedia is suitable for anyone interested in using technology in a creative way. It aims to inspire students to become technology experts, not just consumers. You will learn many of the artistic and creative uses of ICT, from building websites, creating digital artwork and graphic design, through to building full multimedia products that make use of video, audio, animation, image and text.

### *Course Content:*

Pupils who study Creative iMedia learn to utilise ICT to produce creative products. The course is ideally suited to pupils who have a strong creative sense, and enjoy working to produce artistic designs. Pupils are encouraged to develop a wide range of design skills by working with a full range of professional software applications and tools. The course is ideal for anyone with an interest in pursuing a career in graphic design, multimedia development: including sound and video production, and computer games development.

### *Assessment:*

Assessments comprise 60% coursework. Tasks for each unit are set each year by the exam board and pupils complete these tasks under the supervision of their teacher. Their coursework is made as an electronic portfolio in the form of a website that contains their work. There is one task per unit, and each task is expected to take pupils at least 30 hours to complete. Creative iMedia is equivalent to 1 GCSE 9 – 5.

### *The units covered are:*

#### ***R093: Creative iMedia in the media industry***

This is assessed by taking a 1 hour and 30 minute written exam and is worth **40%** of the overall grade. In this unit you will learn about the media industry, digital media products, how they are planned, and the media codes which are used to convey meaning, create impact and engage audiences. Topics include:

- The media industry
- Factors influencing product design
- Pre-production planning
- Distribution

#### ***R094: Visual identity and digital graphics:***

This is assessed by completing a set assignment and is worth **25%** of the overall grade. In this unit you will learn to how to develop visual identities for clients and use the concepts of graphic design to create original digital graphics to engage target audiences. Topics include:

- Develop visual identity
- Plan digital graphics for products
- Create visual identity and digital graphics

#### ***Unit R097: Interactive digital media***

This is assessed by completing a set assignment and is worth **35%** of the overall grade. In this unit you will learn to design and create interactive digital media products for chosen platforms. You will learn to select, edit and repurpose multimedia content of different kinds and create the structure and interactive elements necessary for an effective user experience.

All units are graded either:

- Pass (Equivalent to a 4/5 at GCSE)
- Merit (6 at GCSE)
- Distinction (7/8/9 at GCSE) Old

***Trips, resources and other opportunities:***

Pupils can further their interest in ICT at college by taking ICT Level 3 qualifications.

***Pupil Quotes:***

*“Creative iMedia was perfect for me. I don’t like exams, so even though it is hard and the coursework is very long, it meant I could do it in the lesson. It was harder work than it seemed, and took a lot of hard work, but I’m proud of what work I did!”*

***Subject Leader:*** Neil Vano

***Exam Board:***

<b><i>Subject:</i></b>	<b><i>Board:</i></b>	<b><i>Syllabus Code:</i></b>	<b><i>Examination/NEA/Coursework</i></b>
Creative i-Media	OCR	J817	<b>Units 1-3:</b> coursework 60% / <b>Unit 4:</b> 40% exam