

CAMBRIDGE NATIONAL IN CREATIVE IMEDIA

YEAR 9 OPTIONS

What is Creative iMedia?

Digital Media is a key part of many areas of our everyday lives and vital to the UK economy.

Production of digital media products is a requirement of almost every business so there is huge demand for a skilled and digitally literate workforce.

This course will provide you with the skills for further study in subjects such as media, journalism, design or business.

It also prepares you for a range of creative and technical job roles within the media industry.





Course Overview



There are two mandatory units:

- **Creative iMedia in the media industry**
(Exam - 40%)
- **Visual identity and digital graphics**
(Coursework - 25%)

And one optional unit:

- **Interactive digital media**
(Coursework - 35%)

Assessment

- Grades are based on assessment across all three units.
- Students will be awarded a grade from Pass at Level 1 through to Distinction* at level 2.

GCSE Equivalent Grades

- The course is assessed at the end of the qualification and is equivalent to GCSE grading.
- All colleges and universities accept this qualification and grading.





Unit Rog3: Creative iMedia in the media industry

This is a mandatory unit assessed via an exam

- In this unit you will learn about the sectors, products and job roles that form the media industry.
- You will learn the legal and ethical issues considered and the processes used to plan and create digital media products.
- You will learn how media codes are used within the creation of media products to convey meaning, create impact and engage audiences.





Unit Rog4: Creative iMedia in the media industry

This is a mandatory unit assessed via coursework

- In this unit you will learn how to develop brands and visual identities for clients.
- You will also learn to apply the concepts of graphic design to create original digital graphics which incorporate your visual identity to engage a target audience.
- You will also learn a range of design skills using the Adobe Creative Suite including Photoshop and Illustrator.





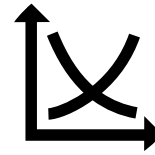
Unit Rog7: Creative iMedia in the media industry

This is an optional unit assessed via coursework

- In this unit you will learn to design and create interactive digital media products for chosen platforms.
- Interactive digital media products are found across the media industry, in games, websites and apps, and learning.
- You will learn to select, edit and repurpose multimedia content of different kinds and create the interactive elements necessary for an effective user experience.



Why should you study Creative iMedia?



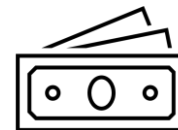
Huge demand for a skilled and digitally literate workforce



Digital media products used in almost every business



A key part of many areas of our everyday lives



Vital to the UK economy that the workforce is equipped with creative people



For more information contact:
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You can also speak to your Computing
Teacher.

