Creative iMedia

Why study Creative iMedia?

Creative iMedia will provide you with essential knowledge, transferable skills and tools to improve your learning in other subjects with the aims of enhancing your employability when you leave education, contributing to your personal development and future economic well-being. The qualification will encourage independence, creativity and awareness of the digital media sector.

Creative iMedia will also equip you with a range of creative media skills and provide opportunities to develop, in context, desirable, transferable skills such as research, planning, and review, working with others and communicating creative concepts effectively. Through the use of these skills, you will ultimately be creating fit-for-purpose creative media products.

What can studying this subject lead to?

There are many things students can go on to do with this qualification; the course provides students with a range of skills to progress further in their education. Students could go on to take an A level in Media or Computer Science, or a vocational A level in ICT. This qualification, if further studied, can also provide employment opportunities in the IT or media sector.

How will I be assessed?

75% Controlled Assessment

25% External Exam

What units will you study?

Unit R081 - Pre-Production Skills

Unit R082 - Creating Digital Graphics

Unit R084 - Storytelling With a Comic Strip

Unit R085 - Creating a Multipage Website

Unit R081 – Pre-Production Skills

This is a compulsory unit, based on all aspects of planning projects from Mood boards to Gantt Charts. It will also develop their understanding of the client brief, time frames, deadlines and preparation techniques that form part of the planning and creation process. For the assessment of this unit, the students will be entered for an exam in January, which may be retaken if needed in June.

Unit R082 – Creating Digital Graphics

This is also a compulsory unit, in which Adobe Fireworks is used to edit photographs and images to suit given situations. For the assessment of this unit, students will complete a 10 hour controlled assessment which is marked by the teaching staff and externally moderated.

Unit R084 – Storytelling With a Comic Strip

This unit builds on units R081 and R082 and learners will be able to apply the skills, knowledge, and understanding gained in those units. This unit will enable learners to understand the basics of comic strip creation. It will enable them to interpret a client brief, use planning and preparation techniques and to create their own comic strip using digital techniques. On completion of this unit, learners will be able to explore different genres of comic strip and how they are created, plan and create a comic strip to specific requirements, and review the final comic against a specific brief.

Unit R085 – Creating a Multipage Website

In this unit, Students will have the opportunity to understand the basics of creating a multi page website through this unit. They will also be able to demonstrate their creativity by combining components to create a functional, intuitive and aesthetically pleasing website using Adobe Dreamweaver. For the assessment of this unit students will complete a 10 hour controlled assessment which is marked by the teaching staff and externally moderated.

What we need from you

Willingness to work hard and independently

Ability to study further outside of lessons

Ability to write well, edit and proofread your work

Still have questions? Please don't hesitate to contact Mr Reed in the IT office or email
reedj@cambornescience.co.uk.uk

GCSE Media Vs Creative iMedia?

GCSE Media

- Largely focused on the study of texts for analysis in exam (70%)

- Partly focused on the creation of media texts for coursework (30%)

- GCSE Media develops technical and creative skills, allowing students to create professional products. At the heart of this course, students are developing their natural enquiry and critical thinking skills. They will study a range of texts and develop their essay skills so that they can create thoughtful and analytical responses.

- Assessed via short and long answer exam questions (70%) and through creation of a media product for coursework (30%)

- Students analyse and pull apart exam texts, including analysing representation, media language, industry and audience

- Lessons include discussion, exploration, revision of key content and developing exam responses

Creative iMedia:

Largely focused on the creation of media products
Partly focused on exam

- Creative iMedia will equip learners with a range of creative media skills and provide opportunities to develop, in context, desirable, transferable skills such as research, planning, and review, working with others and communicating creative concepts effectively.

- Through the use of these skills, learners will ultimately be creating fit-for-purpose creative media products.

- Course consist of 3 units of coursework (75%) and an exam (25%)

- Students study the pre-production elements of digital media

- Lessons include using digital software to create media products such as websites, comic books and book covers.