

Technical Award Creative iMedia (ICT)



**Introduction / Why Study Creative iMedia?**

Creative iMedia provides candidates with a high quality, flexible, industry-relevant qualification. The hands-on approach has strong relevance to the way young people use technology required in creative media. The qualification will encourage independence, creativity and an awareness of the digital media sector.

**Exam Board**

The current OCR specification is available at: <https://www.ocr.org.uk/Images/610942-specification-cambridge-nationals-creative-imedia-j834.pdf>

**What Will I Study / What Skills Will I Develop?**

The Creative iMedia course currently consists of 3 units and is equivalent to 1 GCSE. The units of study are:

* R093 – Creative iMedia in the media industry (Exam);
* R094 – Visual identity and digital graphics;
* RO97 –Interactive digital media

Completing these units will enable students to:

* Design and create multimedia/video/sound/ digital graphic solutions.
* Be motivated through practical applied learning in coursework portfolios.
* Develop strong digital skills through exploration of social media, digital images, sound and graphic design.

**How Will I Be Assessed?**

Assessment is through a combination of coursework units and a written exam. The coursework units are internally assessed by the teaching staff, and then externally moderated by an OCR moderator.

**Points to Consider When Selecting This Option**

Creative iMedia is a more applied learning route, with assessment by coursework playing a large role in the final grade (60%), which must be completed under teacher supervision. This requires students be able to meet regular deadlines and have a willingness to work independently.

**What Might GCSE Creative iMedia Lead To?**

As well as providing vital skills for the workplace and developing your interest in Creative iMedia, this course will give you an excellent foundation for a range of post-16 courses, including English, Art, IT, Media and Business.

**Further Information**

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