

Creative iMedia Course Information

Creative iMedia is a Cambridge Nationals course that helps students develop the knowledge and skills needed to produce digital media products. Students will learn a wide range of theory about the media industry as well as practical software skills needed to develop a range of digital graphics such as logos, straplines, book covers, posters and comic strips. Students who enjoy graphic design and computing are most likely to enjoy this course, which has a 60% coursework element.

The course is split into three units. The first unit (R093) covers all of the theory needed for the course including topics of traditional media like television and radio as well as all new media like gaming, interactive media and digital publishing. Students will learn about the different roles in the media industry such as camera operators, script writers and animators.

They will learn how to develop a range of pre-production documents, such as mind maps, mood boards, visualisation diagrams and storyboards. Other content in the theory unit includes understanding client requirements and audience demographics; learning how to research information; understanding legislation in digital media; and learning about the properties and formats of media files.

A key part of the theory unit is learning all of the core knowledge in the course, which is essential if students are to complete their coursework units successfully. The theory unit has an exam at the end of the course which is worth 80 marks or 40% of the overall score.

Developing practical skills is a core element of the course. Students spend around an hour each week developing their software skills and learning how to use Microsoft Word, Microsoft PowerPoint, Adobe Photoshop and Comic Life. These skills are essential for their coursework units.

The second unit (R094) is a coursework unit, and focuses on developing the visual identity of a brand and creating suitable digital graphics such as a logo, a strapline a DVD cover or a poster. Students learn about the concepts of graphic design; the properties of digital graphics; colour theory; tools and techniques needed to develop a visual identity and to create a range of digital graphics. The coursework element of this unit requires students to review a client brief and to create a visual identity and digital graphics that are suitable for the client's purposes. They will have to justify the decisions they make about their designs. Each student has to complete the 12 hour coursework on their own, and this unit is worth 25% of the total grade.

The third and final unit (R095) is another coursework unit. It focuses on the development of a comic character, a storyline, a script, a storyboard and the integration of these ideas into a digital comic strip using Comic Life software. Students will need to make good use of their previous learning to succeed in this unit of work. Learning in this unit covers different types of character and their design, layout and conventions of comics; story flow and plot development; techniques for creating assets and combining assets into comic panels. An additional element in the second coursework unit is that students have to review the work they have completed. This includes considering whether their work is suitable for the target audience; what improvements they could have made and any further development opportunities. Each student has to complete the 15 hour coursework on their own, and this unit is worth 35% of the total grade.

In summary:

- Creative iMedia is made up of 3 units – a theory unit with an exam worth 40% of the marks and 2 coursework units worth 60% of the marks.
- There are a total of 200 possible marks in the course and a Level 1 grade can be achieved with a score of 30% to 59%, which is equivalent to GCSE grades 1 to 3. Total scores of 60% or over will result in a Level 2 qualification and will be equivalent to GCSE grades 4 to 9.
- Students of all abilities can achieve success in this course which has a strong focus on practical coursework and independent learning.

The Creative iMedia course is a very practical subject with two coursework units. It is suitable for:

- Students who are able to work independently by themselves. All coursework must be completed individually.
- Students who enjoy computing and developing computer software skills. They are likely to enjoy the practical elements of this course.
- Students who are creative and like sketching characters, designing graphics or creating comics. They will likely find this subject interesting and fun.
- Students who want to learn how to use Adobe Photoshop and Comic Life software.