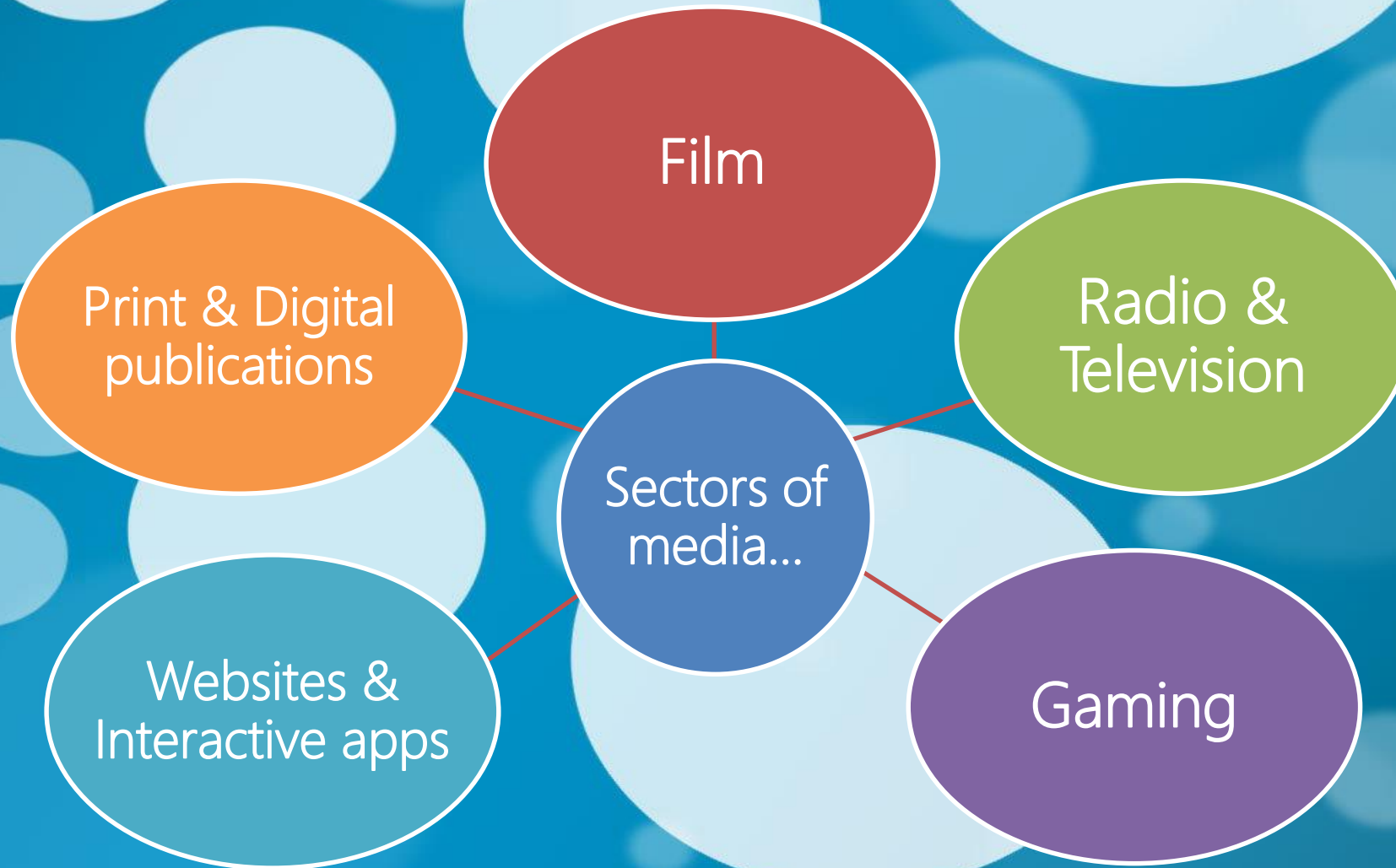


What is Creative iMedia?



What is Creative iMedia?



- Creative iMedia is a **Cambridge Nationals** course teaching students skills in digital media e.g. planning, designing & creating graphics
- The course is made up of 3 units: **a theory unit** with an exam at the end of the course (40%) and **two coursework units** (25% and 35%)
- All the scores are combined to give a total score after the exam in June
- Students receive a Pass, Merit or Distinction at Level 1 (equivalent to GCSE grades 1-3) or a Pass, Merit, Distinction or Distinction* at Level 2 (equivalent to GCSE grades 4-9)
- Students of all abilities can achieve success in this course which has a strong focus on developing practical skills which are used during the coursework

Cambridge iMedia Grading System



Cambridge Nationals grades are equivalent to normal GCSE grades and are useful for many creative courses studied at A Level or beyond.

Overall Grade	%	9-1	Old GCSE
Level 2 Distinction*	90 - 100	8-9	A*
Level 2 Distinction	80 - 89	7	A
Level 2 Merit	70 - 79	5-6	B
Level 2 Pass	60 - 69	4-5	C
Level 1 Distinction	50 - 59	3	D
Level 1 Merit	40 - 49	2	E
Level 1 Pass	30 - 39	1	F
Unclassified	0 - 29	U	U

What will you study?



Autumn Term	R093 (Theory and Coursework Preparation) Unit 1 - Creative iMedia in the Media Industry
	R094 (Preparation) Unit 2 - Visual Identity and Digital Graphics
Spring Term	R094 (Coursework)
	R095 (Preparation) Unit 3 - Comics and Characters R095 (Coursework)

Unit R093 (Exam worth 40% of total marks)

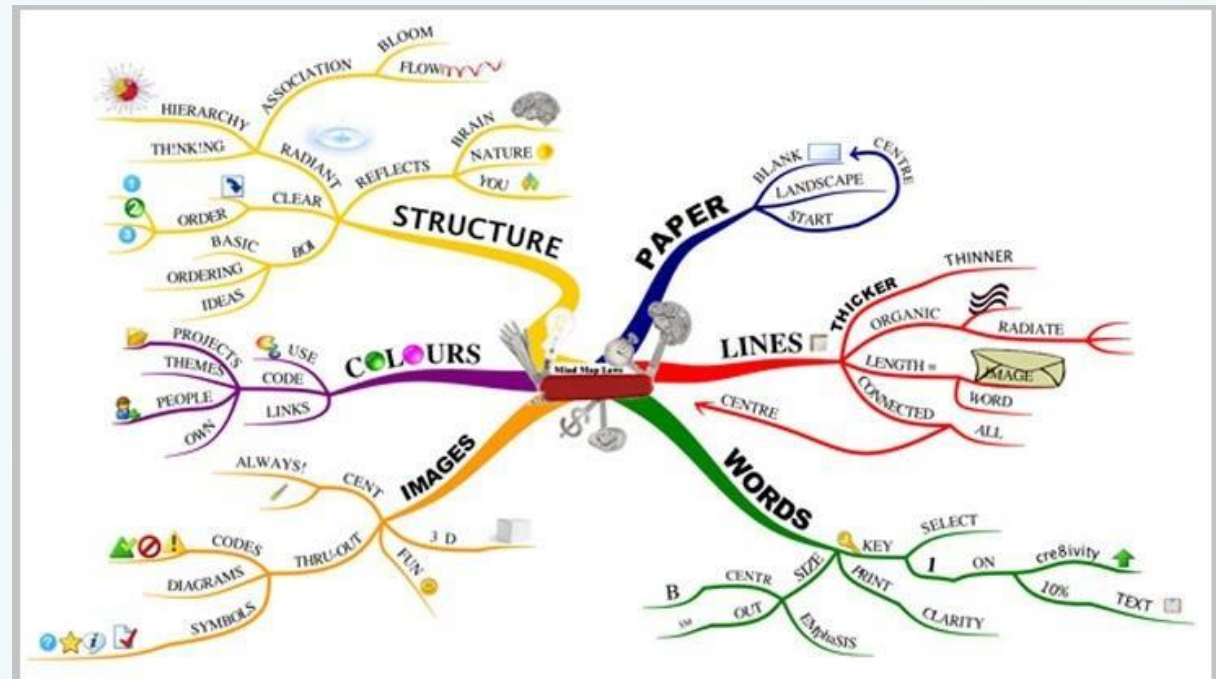
Media Theory and Pre-Production Skills



Planning is an essential part of working in the creative digital media sector. This unit will help students learn the knowledge and techniques needed to create media products and the different job roles in the media industry.

Students will learn about different documents and skills needed to make digital media such as:

- Mind maps, mood boards
- Visualisation diagrams
- Work plans, Scripts
- Graphic file types
- Hardware and Software needed
- Job roles, Legislation



R093

Developing Software Skills



Students will learn how to use a number of different software packages:



Unit R094 (Coursework worth 25% of total marks)

Visual Identity & Digital Graphics

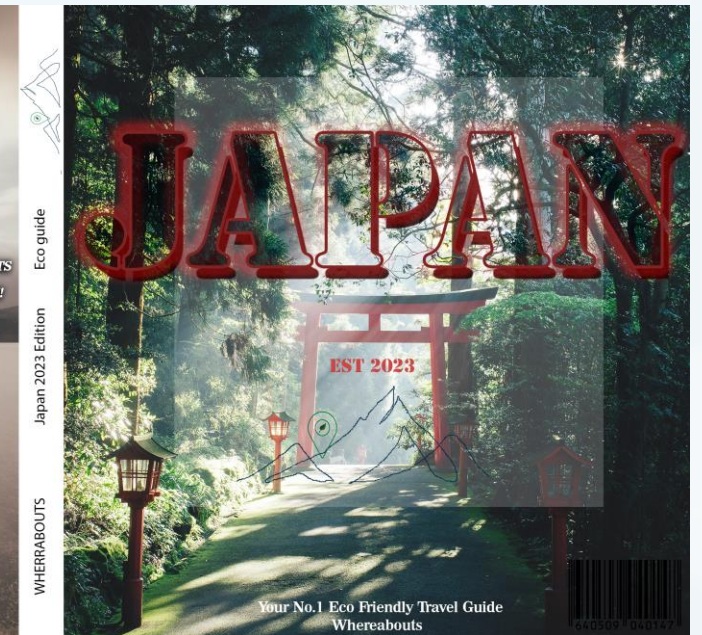


Unit R094 helps students understand how to create a visual identity for a brand and then to create a logo and a range of different digital graphics. They will learn about the concepts of graphic design, colour theory and how to use Adobe Photoshop.

In this coursework, students plan, design and create a logo for an organisation and two digital graphics.



They will use the skills learned in R093 to help them plan and create their work.



Unit R095 (Coursework worth 35% of total marks)

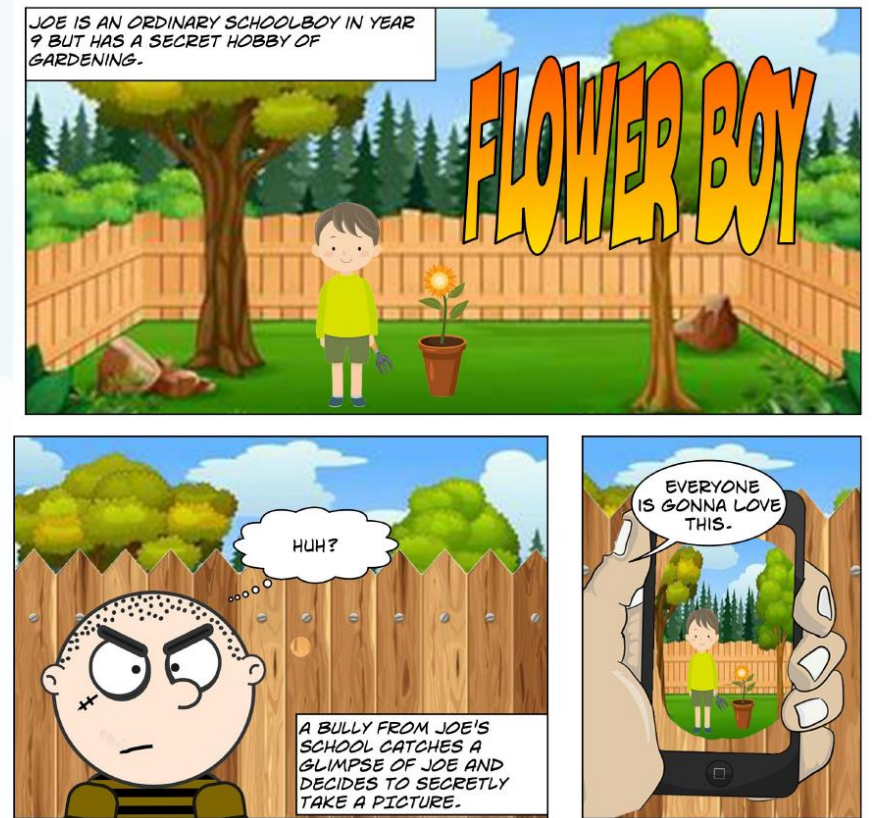
Characters and Comics



Unit R095 will help students understand how to design and create a character for use in a comic. They will have to write their own story and script, draw a full storyboard and finally create a digital comic strip.

Students will use their skills to:

- develop a plan for the project that is suitable for the client
- design and create a comic character for the story
- develop their own story, script & storyboard
- create some of their own assets in Adobe Photoshop
- find assets online and re-purpose them for the comic
- create a multi-page comic using Comic Life software



Who should take Creative iMedia?



- Creative iMedia is a practical subject that has two coursework units. It is suited to students who are able to work independently by themselves (all coursework must be completed individually)
- Students who enjoy computing and developing computer software skills are likely to enjoy the practical elements of this course
- Students who are creative and like sketching characters, designing graphics or creating comics will find this subject interesting and fun
- Students who want to learn more about Adobe Photoshop and Comic Life software are likely to enjoy this course