

iMedia

Title of Course: Creative iMedia

Qualification/level at the end of the course: Level 2 certificate

Course description: The Cambridge Nationals in Creative iMedia will equip students 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, students will ultimately be creating fit-for-purpose creative media products.



On completion of these units, students will understand the purpose and uses of a range of pre-production techniques. They will be able to plan pre-production of a creative digital media product to a client brief, and will understand how to review pre-production documents. Students will understand the purpose and properties of digital graphics, and know where and how they are used. They will be able to plan the creation of digital graphics, create new digital graphics using a range of editing techniques and review a completed graphic against a specific brief. Students will understand the purpose and properties of interactive multimedia products, be able to plan and create an interactive multimedia product to a client's requirements and review it, identifying areas for improvement.

Skills required:

Students will be required to demonstrate the ability to:

- Plan for the creation of a digital or multimedia graphic using a range of planning techniques such as mood or storyboards
- Analyse client briefs and identify success criteria
- Create digital graphics or multimedia to meet the needs of a client brief
- Test and evaluate digital graphics or multimedia against the success criteria of the client brief

Assessment:

R081 Pre-Production skills – 25% written exam

R082 Creating Digital Graphics – 25% coursework

R087 Creating interactive multimedia – 25% coursework

A choice from R083 Creating 2D and 3D characters, R084 Storytelling with a comic strip or R090 Digital photography – 25% coursework

Essential requirements:

Students should enjoy researching and writing as the 75% coursework requires extensive writing in order to achieve grades 5 – 9. Students should also be willing to work independently and meet deadlines.

