

# Creative iMedia



<b>Subject Leader</b>	Les Mugridge
<b>Subject Teacher(s)</b>	Les Mugridge, Matt Nicholson
<b>Course Title</b>	OCR Creative iMedia
<b>Website</b>	<a href="#">Cambridge Nationals – Creative iMedia 1/2</a>

## Course Overview

The Creative iMedia course equips students with the wide range of knowledge and skills needed to work in the creative digital media sector. They start at pre-production and develop their skills through practical assignments as they create final multimedia products.

The course will also challenge all students, including high attaining learners, by introducing them to demanding material and techniques; encouraging independence and creativity and providing tasks that use a range of real world scenarios.

## Assessment

**Assessment: 75% Coursework / 25% Examination**

### Unit 1 - Pre-production skills - Written exam (1.5 hours) 25% of the qualification

This unit will allow you to understand pre-production skills used in the creative and digital media sector. It will develop your understanding of the client brief, time frames, deadlines and preparation techniques that form part of the planning and creation process.

### Unit 2 - Digital Graphics – Coursework - Internally marked and externally moderated - 25% of the qualification

This unit teaches you the basics of digital graphics editing for the creative and digital media sector. You will learn where and why digital graphics are used and what techniques are involved in their creation.

### Unit 3 – Storytelling with a Comic Strip – Coursework - Internally marked and externally moderated - 25% of the qualification

This unit allows you to understand the basics of creating multipage comic books. It will enable you to demonstrate your creativity by combining components to create a functional, user friendly and well-designed comic strip.

### Unit 4 - Creating interactive multimedia products – Coursework - Internally marked and externally moderated - 25% of the qualification

This unit will help you to understand the basics of interactive multimedia products for the creative and digital media sector. You will learn where and why interactive multimedia is used and what features are needed for a given purpose.

## Additional Information

iMedia has a natural progression to further study in iMedia or similar courses in colleges and schools. iMedia and its associated subjects offer an excellent career path in the creative digital sector of the UK.