CREATIVE I MEDIA

"Don't just use media to impress people, use it to impact people"
David Willis

OCR
Oxford Cambridge and RSA

WHY CHOOSE CREATIVE I MEDIA ?

Creative iMedia will provide students with the essential knowledge, transferable skills and tools to improve their learning in other subjects with the aims of enhancing your employability when you leave education.

Creative iMedia will also equip students with a range of media skills to provide opportunities to develop 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. Creative iMedia is a rewarding, stimulating and engaging qualification that will allow students to learn.

HOW WILL CREATIVE I MEDIA HELP ME?
WHAT SKILLS WILL I DEVELOP?

With the ever-changing landscape of employability, it is paramount that we give students the opportunity within this course to enhance and develop their skills such as:

- Creativity
- Interpreting a client brief
- Research skills
- Resilience
- Independence
- Pre-Production skills
- Timekeeping
- Planning
- ICT functional skills
- Reviewing and Evaluating

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WHAT DOES THE COURSE INVOLVE?
WHAT WILL I STUDY?

The Creative iMedia qualification will teach students about the products and job roles that form the media industry. Students will learn the legal and ethical issues that are considered and the process used to plan and create digital media products. This qualification will also develop the student's knowledge of media codes which are used within the creation of media products to convey meaning, create impact and engage audiences. Students will be able to choose the most appropriate format and properties for different media products.

Students will learn how to develop visual identities for clients and be able to apply the concepts of digital graphics which incorporate their identity to engage a target audience.

Additionally, students will learn to play animations with soundtracks based on a client brief. They will learn and develop skills to be able to use tools and techniques to create, edit and combine audio and animated content and export and review completed animation with audio products.

HOW WILL I LEARN?

Students will be given the opportunity to develop subject specific knowledge and skills in a practical learning environment. BTEC Digital Information in Technology is a practical qualification where students will be taught skills. Lessons will be a mixture of practical and theory lessons that enable students to cover the course in a timely manner. In addition, there will be intervention sessions available to support students at every stage throughout the BTEC Digital Information course.

HOW CAN I PROGRESS?

Experience in this qualification will benefit you in any employment as you learn and develop many transferable skills. Specialist roles can include:
- Project Manager
- Data Analyst
- Network Engineer
- User Experience Designer
- App Developer
- Software Developer/Engineer
- Web Content Editor

HOW WILL I BE ASSESSED?

You will produce two pieces of coursework and in Year 11 you will sit an exam:

✓ **Unit 1 Creative iMedia in the media industry**
The media industry
Factors influencing product design
Pre-production planning
Distribution considerations
(Written Exam - 40%)

✓ **Unit 2 Visual Identity and Digital Graphics**
Develop visual identity
Plan digital graphics for products
Create visual identity and digital graphics
(Coursework - 25%)

✓ **Unit 3 Animation with Audio**
Animation with Audio
Plan animation with audio
Create animation with audio
Review animation with audio
(Coursework - 35%)