

Creative iMedia

Subject intent:

Creative iMedia encourages independence, creativity and awareness of the digital media sector. The course provides learners with essential knowledge, transferable skills and tools to improve their learning in other subjects with the aims of enhancing their employability when they leave education, contributing to their personal development and future economic well-being.

Learners are equipped with a range of creative media skills and provided with 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, learners are ultimately creating fit-for-purpose creative media products. The Cambridge Nationals in Creative iMedia also challenge all learners by introducing them to demanding material and techniques: encouraging independence and creativity and providing tasks that engage with the most taxing aspects of the National Curriculum. The ‘hands on’ approach that is required for both teaching and learning has strong relevance to the way young people use the technology required in creative media.

KS4 specification:

<https://ocr.org.uk/qualifications/cambridge-nationals/creative-imedia-level-1-2-award-certificate-j807-j817/>

<https://ocr.org.uk/Images/115888-specification.pdf>

Curriculum plan:

In year 1 units R081 and R082 are covered in the following order.

R081A	R081B	R082A	R082B
Topic 1 Mood boards	Topic 1 Pre-production planning	Topic 1 Digital graphics and purpose	Topic 1 Asset sourcing and creating
Topic 2 Mind maps	Topic 2 Research	Topic 2 Design and layout	Topic 2 Compiling an image
Topic 3 Visualisation diagrams	Topic 3 Work plans and production schedules	Topic 3 File types and formats	Topic 3 Other basic tools
Topic 4 Cameras and lighting	Topic 4 Hardware and software	Topic 4 Client brief and requirements	Topic 4 Isolating, text and advanced tools
Topic 5 Storyboards	Topic 5 Legislation for assets	Topic 5 Assets and resources	Topic 5 Text, gradients and masks
Topic 6 Scripts	Topic 6 Legislation for production	Topic 6 Legislation	Topic 6 Saving and exporting
Topic 7 File formats			Topic 7 Review

In year 2 we cover the two optional units.