



# CREATIVE iMEDIA CAMBRIDGE NATIONAL CERTIFICATE

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*Ofsted said: "Pupils have many subjects to choose from,  
so everyone gets a chance to shine."*

*February 2022*

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# CAMBRIDGE NATIONAL CERTIFICATE iMEDIA

**EXAM BOARD:** OCR

Students will understand and apply the fundamental principles and concepts of digital media including factors that influence product design, use of media codes and conventions, pre-production planning techniques, legal issues and creation/publishing/distribution considerations.

Students will develop and learn practical skills that can be applied to real-life contexts and work situations and be able to think creatively, innovatively, analytically, logically and critically. They will also develop independence and confidence in using skills that would be relevant to the media industry and more widely design, plan, create and review digital media products which are fit for purpose, meeting both client and target audience requirements.

## ASSESSMENT DETAILS:

### Cambridge National Certificate – Creative iMedia - J817

120 Guided learning hours  
3 Units (2 mandatory + 1 optional)

### Exams and assessments

Unit no.	Unit title	Unit ref. no. (URN)	Guided learning hours (GLH)	How are they assessed?	Mandatory or optional
R093	Creative iMedia in the media industry	K/618/5870	48	E	M
R094	Visual identity and digital graphics	M/618/5871	30	NEA	M
R095	Characters and comics	T/618/5872	42	NEA	O
R096	Animation with audio	A/618/5873	42	NEA	O
R097	Interactive digital media	F/618/5874	42	NEA	O
R098	Visual imaging	J/618/5875	42	NEA	O
R099	Digital games	L/618/5876	42	NEA	O

## **SUPPORTING TRIPS AND ACTIVITIES:**

### **Sky Academy**

Media Productions trip to University of Bedfordshire

## **SHOULD MY CHILD STUDY CREATIVE iMEDIA?**

The National Certificate is a course that has been specifically designed with practical students in mind. If a student has a passion for ICT and media, is a creative thinker and has good practical awareness, then this is the choice for them.

Over 60% of the course is examined through completion of coursework. This approach allows students to track their end of course achievement every step of the way. Unit by unit, a student can see the impact that their submissions are having on their final grade.

### ***What will my child gain from Creative iMedia?***

Learners will gain a variety of skills including video, audio and image editing and pre/post production. The fundamental ICT principles of computer systems, software and networking will also form part of their knowledge base. On completion of the course, the learner will have a rounded understanding of all of the major components that make up the modern ICT world. Alongside this, learners will also fine tune their skills in literacy, numeracy and written communications, as well as verbal presentations skills.

### ***Where will Creative iMedia take my child?***

The OCR National Certificate is the perfect springboard to further study media at post 16 and university. Students will be able to chose courses that are still broad in nature and further develop their knowledge or start to pick some specific courses that allow students to specialise in certain media areas.

## **Further reading materials:**

Creative iMedia Specification J834

<https://www.goldington.beds.sch.uk/ckfinder/userfiles/files/Curriculum%20Areas/Creative%20iMedia/610942-specification-cambridge-nationals-creative-imedia-j834.pdf>

For further information, please contact:

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## **Goldington Academy**

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