



CREATIVE iMEDIA CAMBRIDGE NATIONAL CERTIFICATE

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

February 2022

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.

Cadburys World

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 education in ICT.

Gaining an understanding in all of the ICT fundamentals is critical when deciding which area a student would like to study next. Covering such a variety of different topics means students will very quickly hone their skills and develop a specialisation that they could take on to further studies. This is in addition to the day-to-day life skills that they will gain from the course.

Further reading materials:

Creative iMedia Specification J834

www.ocr.org.uk/Images/610942-specification-cambridge-nationals-creative-imedia-j834.pdf

For further information, please contact:

Mr L Hall BA (Hons)
Head of Creative iMedia
halll@goldington.beds.sch.uk

Goldington Academy
Haylands Way
Bedford
MK41 9BX

Principal: Mr F Galbraith

Tel: (01234) 261516

Email: office@goldington.beds.sch.uk

Website: www.goldington.beds.sch.uk



www.facebook.com/Goldington



[@GoldingtonAcad](https://twitter.com/GoldingtonAcad)