Technical Award Creative I-Media (ICT)

Introduction / Why Study Creative iMedia?

Creative i-Media provides candidates with a high quality, flexible, industry-relevant qualification. The hands-on approach has strong relevance to the way young people use technology required in creative media. The qualification will encourage independence, creativity and an awareness of the digital media sector.

Exam Board

The current OCR specification is available at: http://www.ocr.org.uk/qualifications/creative-imedia-level-1-2-award-certificate-j807-j817/

What Will I Study / What Skills Will I Develop?

The Creative i-Media course currently consists of 4 units and is equivalent to 1 GCSE. The units of study are:
- R081 – Understanding Media pre-production skills (Exam);
- R082 - Creating digital graphics/images;
- RO85 – Creating a multipage website;
- RO89 Creating digital video sequences.

   Completing these units will enable students to:
- Design and create multimedia/video/sound solutions.
- Be motivated through practical applied learning in coursework portfolios.
- Develop strong digital skills through exploration of social media, digital images, sound and graphic design.
- Understand emerging technology, social networking and mobile technology.

How Will I Be Assessed?

Assessment is through a combination of coursework units and a written exam. The coursework units are internally assessed by the teaching staff, and then externally moderated by an OCR moderator.

Points to Consider When Selecting This Option

Creative i-Media is a more applied learning route, with assessment by coursework playing a large role in the final grade (60%), which must be completed under teacher supervision. This requires students be able to meet regular deadlines and have a willingness to work independently.

What Might GCSE Creative i-Media Lead To?

As well as providing vital skills for the workplace and developing your interest in Creative i-Media, this course will give you an excellent foundation for a range of post-16 courses, including English, Art, I.T. , Media and Business.

Further Information

- We hope to arrange a trip to Disneyland Paris to look at how creative i-Media is used, this will include seminars by Disney and other media & IT organisations.
- For further details please contact Curriculum Area Leader, Mr L.Springett (LSprigett@wadebridge.cornwall.sch.uk)