**Introduction / Why Study Creative** **iMedia?**

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

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**Exam Board**

The 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?**

Creative iMedia course 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; and RO89 Creating digital video sequences.

**Completing these units will enable students to:**

* Design and create multimedia/video/sound solutions.
* Be motivated through practical learning, **75% being coursework**.
* Design websites solutions.
* 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?**

**The first 3 units are assessed by coursework (75%)**. **Unit 1 is assessed by examination (25%)**. The coursework units are internally assessed by the teaching staff, and then externally moderated by an OCR visiting moderator. On-going assessment and moderation can take place at any time to suit each individual student.

**Points to Consider When Selecting This Option**

Creative iMedia is a more applied learning route, **with 75% assessment by coursework**. This requires students be able to meet regular deadlines and have a willingness to work independently.

**What Might GCSE Creative iMedia Lead To?**

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

**Other Information**

We hope to arrange a trip to Disneyland Paris to look at how creative IMedia is used, this will include seminars by Disney.