Creative iMedia (ICT)

Why study Creative iMedia (ICT)?

The use of computers, electronic devices and smart phones impacts on our daily lives and employers in almost any of today's industries who value a qualification which demonstrates that you can use technology effectively. You will complete a combination of two internally assessed units and an externally marked exam, giving you the opportunity to develop key skills important to your future academic studies and employment.

R093: External Exam—Pre-production skills (70 marks)

You will learn about various aspects of media from camera angles to colour theory, representation of audiences to technical editing techniques as well as may other different aspects of media that come together to engage an audience. In preparation for the exam you will be taught how to consider various aspects of media and the varying forms of pre-production documents and how to use them to effectively plan a media product and take it through successful development. You will also be taught how to create each pre-production document and apply them to real world scenarios from scripts to wireframes teaching you how to effectively plan and manage a project. The skills and knowledge learnt during exam preparation can be applied across your coursework units but will also support you in many other subjects too such as technology, photography, drama.

R094: Coursework – Creating a digital graphic

During R094 learners will create a digital graphic, for example a brand for the launch of a new type of luxury chocolate. You will learn where and why digital graphics are used and what techniques are involved in their creation to ensure a brand attracts a given demographic. This unit will help develop learners understanding of client briefs, planning documentation, production processes and managing time frames and deadlines as part of the planning and creation process as well as support you to continue to build on graphics skills covered in KS3.

R097: Coursework – Creating an interactive multimedia product

During R097 learners will understand the basis of interactive multimedia products such as those used on touch screen and kiosks for the creative and digital media sector. You will learn why interactive multimedia products are used and what features are needed to ensure they succeed and are suitable for their target demographic and purpose. You will develop your research, investigation and presentation skills along with time management. Students will also develop their self-reflection skills and ability to work independently and to agreed deadlines.

How will my work be assessed?

The course is graded Pass, Merit, Distinction at Distinction* which is equivalent to a full GCSE.

What future opportunities can this course lead to?

This course will enable you to continue your IT skills development, providing a strong foundation to progress on to Level 3 IT courses in subject areas including Creative and Digital Media and Web Development.

Who can I speak to for more information?

Please speak to your computing teacher, or contact options@penistone-gs.uk.

Never Stop Flying