| **Creative iMedia (OCR Cambridge National)** |
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| **Course Overview** |
| The world is changing at a rapid pace but one thing is for sure, it’s going to be a digital future. The Creative iMedia course has been developed to inspire and enthuse learners to consider a career in one of the UK’s biggest industries. Students will be given the opportunity to utilise a range of cutting edge digital technologies in order to produce a variety of creative media products that demonstrate their understanding of the industry. Learners will work to set briefs to give them a better idea of real working practises. The course presents knowledge, skills and understanding in a meaningful, work-related context, allowing learners to explore media concepts and their application. The course leads on seamlessly to the media course at our exceptional sixth form. |
| **Assessment** |
| 1 Exam Unit* R093 Creative iMedia in the media industry. (1 hour 30 mins).
* R093 = 40%
* R094 = 25%
* R095/R098 = 35%
 | Mandatory Coursework Unit* R094 Visual Identity and digital graphics.

One of the two units from below:* R095 Characters and comics.
* R098 Visual Imaging.

Unit briefs change each year. Coursework is subject to external moderation. |
| **Awarding Body** |
| OCR  |
| **Independent Learning Expectations** |
| As with all practical courses, there is a requirement for all students to spend time outside of lessons to practise their skills. Coursework is expected to be completed within a limited timeframe; it is the student’s responsibility to ensure that these are completed with autonomy. |
| **Possible Careers in the Subject** |
| Marketing and Advertising.Publishing.Journalism.Social Media Manager.Animation. | Video/Film Production.Graphic Designer.Media Editor.Photographer.Games Design. |
| **Subject Leader** |
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