| **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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