

Cambridge Nationals in iMedia

Why study iMedia

Digital Media is a key part of many areas of our everyday lives and vital to the UK economy. Production of digital media products is a requirement of almost every business so there is huge demand for a skilled and digitally literate workforce. This qualification will help you to develop specific and transferable skills such as research, planning, and review, working with others and communicating creative concepts. The qualification's hands-on approach has strong relevance to the way young people use the technology required in creative media.



That's why we now offer two new routes into Year 10 and beyond. On the one hand, we offer this new Cambridge National, where you can explore creative technologies from industry and business and apply your skills to making graphics, animations and apps. And on the other hand, we offer GCSE Computer Science, where you can delve deeper into the theoretical side of these technologies, while developing skills in problem solving and programming. So for Cambridge Nationals in iMedia, think 'creative industries & applied skills'. And for Computer Science, think 'theory & programming'.

In a nutshell, this Cambridge Nationals course is about digital media products that shape our modern world, such as pre-production and creating digital graphics as well as creating a digital animation and creating an interactive multimedia product. So it's a perfect option for anyone who enjoys hands-on coursework and who's keen to explore new areas and develop the advanced skills valued by businesses as well as creative industries. We've chosen to offer this new course because it delivers a mix of lots of practical work with one exam to make this 'vocational' course a real equivalent to traditional GCSEs.

What will you be learning?

Three quarters of iMedia will be practical coursework done in class across a series of units, such as:

- Creating digital graphics: digital graphics are a key part of most digital products and this mandatory unit will help support the other optional units. You will learn the basics of digital graphics editing for the creative and digital media sector, considering client requirements.
- Creating a digital animation to entertain or inform is relevant to a wide range of applications in the creative and digital media sector. In this unit you will plan and create a digital animation, learning about a range of techniques and fulfilling the requirements of a client brief.

- Creating interactive multimedia products where you will learn where and why interactive products are used and their different features. You will plan and create interactive multimedia products, reviewing their solution against the client's brief.

Each unit is worth 25% and the final quarter of the marks will come from one extra unit which is assessed by a 1 hour written exam. The examined unit underpins the other learning in this qualification. You will learn about how to plan effectively before creating digital products, including understanding of client requirements and reviewing pre-production briefs. You will use this knowledge in the optional units when they develop their own media products

This unit provides excellent transferable skills such as project planning which will be useful in a wide variety of contexts.

What are lessons like?

You will spend most of your time in class working independently on practical projects, such as creating your own digital graphic or animation. But we'll naturally need to prepare you for each project by helping you develop new skills in each area and giving you time to explore different techniques.

So on a typical practical unit, you'll spend time learning fresh skills, followed by a second phase where you put all that into action. Along the way, we'll also spend at least some lessons focusing on the concepts and techniques that underpin all this practical work and that will feature in the end-of-course exam.

On each practical unit, we'll also mimic the way that such projects are run in the 'real world' where creative professionals have to work for customers or 'clients'. In the practical units you will be given a scenario from which all the work is developed.

For example, the scenario on an app project could list many requirements, including: the purpose ('the app is to promote a water sports shop'); target audience ('the app must appeal to young adults'); and the type of content ('the app must include video, animation and music plus a quiz'). Your challenge is to develop an app that meets these criteria in a creative and imaginative way.

What can it lead to?

What's exciting is that this course sets you on a pathway to develop a high level IT skillset that's in demand across industry and commerce.

Next step would be a Sixth Form course such as Level 3 Technical in IT, where we offer units in areas such as developing games, apps and dynamic websites.

Want to know more?

If you've got any questions come and have a chat with Mrs Bennett, Mrs Chambers or Mrs Watson