Digital Creatives (L2)

Core technical qualification

Cambridge Nationals iMedia Certificate

What will you be learning?

Extra time is the huge advantage on this Pathway, giving you the chance to really master a range of digital skills used in the digital creative sector via 'hands on' practical projects in units that could include:

- **Creating digital graphics** where you'll go beyond basic editing to create professional quality materials for a project with input from industry experts
- **Creating a digital animation** where you'll have time to plan and create an extended digital animation, learning the techniques you see in TV ads and YouTube clips
- **Developing digital games** where you'll create and test a playable game to develop your knowledge and understanding of different types of digital games creation software
- **Creating a multipage website** where you'll demonstrate your creativity by combining components to create a working website that's user-friendly and visually striking
- **Digital photography** to explore different types of digital photography, then execute a photo shoot to meet a client brief and present a final portfolio

Methods of assessment

- Three pieces of internally marked coursework (worth 75% of your final mark)
- One exam (worth 25% of your final mark)

What are lessons like?

- You'll be doing practical projects most of the time on the computers – so this is for people who like 'hands on' lessons!
- You'll explore lots of technical skills with software, such as advanced techniques for making graphics for movie posters, or creating characters and scenes for animation or games or editing images for a website
- At the same time, we'll learn from colleagues from local digital businesses, such as web development companies or graphics studios, as we see how the professionals run 'real' projects with their clients

How will we work with employers and the community?

- Our projects will mirror the way that local digital businesses work with their customers, such as using a 'Client Brief' to set the requirements. For example, for a website project we could work with a local business that want to improve its online image
- Our links with local businesses such as graphic design studios will help take your learning out of the classroom to see how 'real world' projects are run by professionals. For example, how to use animation to promote the launch of a new product

Where can this pathway lead?

This course leads on to Level 3 qualifications, such as Level 3 Technical in IT, where we offer units in areas such as developing games, apps and dynamic websites. Looking further ahead, a range of high education courses now focus on 'digital creative' skills, where graduates work in a wide range of industries from gaming and television to app design and lots more!