Creative iMedia

The Cambridge Nationals in Creative iMedia will equip learners with a range of creative media skills and provide opportunities to develop, in context, desirable, transferable skills such as research, planning, and review, working with others and communicating creative concepts effectively. Through the use of these skills, learners will ultimately be creating fit-for-purpose creative media products. The Cambridge Nationals in Creative iMedia will also challenge all learners, including high attaining learners, by introducing them to demanding material and techniques; encouraging independence and creativity and providing tasks that engage with the most taxing aspects of the National Curriculum. The 'hands on' approach that will be required for both teaching and learning has strong relevance to the way young people use the technology required in the creative media industry. The qualification design, including the range of units available, will allow learners the freedom to explore the areas of creative media that interest them as well as providing good opportunities to enhance their learning in a range of curriculum areas.

Mandatory Units

Pupils will begin to discover what preproduction documents are and how they are used. This will give a strong introduction to the exam unit that the pupils will be externally assessed on. This unit will underpin the additional units that will be taught throughout the year.

The pupils will also have the opportunity to investigate digital graphics, ranging from looking at existing pieces of work through to planning their own and beginning to create a digital graphic of their own. Pupils will develop their knowledge and understanding of photo editing software throughout this unit and it will allow pupils to show their flair and creativity.

Optional Units

Pupils will develop a knowledge an understanding of the purpose and features of a multipage website. This will start by looking at existing websites and identifying the components of this. The pupils will then plan a multipage website using industry level planning techniques. Once a website is planned, the pupils will create a multipage website for a given brief. Once developed, pupils will review their own work to bring this unit to a close.

Additionally, pupils will complete a unit comprising of creating a digital graphic. Pupils will investigate the various different types and uses of graphics. Pupils will then create a plan for their own graphic before creating a digital graphic. Finally, as in all other coursework units pupils will conduct a review of their own work identifying strengths and areas for development.