



ICT | Cambridge Nationals Creative iMedia

Wales High School – Year 9 Subject Options

Subject Content - What will you be doing?

You will be learning how to use ICT facilities in a **creative** way. The course is made up of multiple units as shown below:

Assessment Unit R093: Creative iMedia in the media industry

- This unit will be assessed by examination
- In this unit you will learn about the sectors, products and job roles that form the media industry. You will learn the legal and ethical issues considered and the processes used to plan and create digital media products and how media codes are used within the creation of media products to convey meaning, create impact and engage audiences.

Assessment Unit R094: Visual identity and digital graphics

- This unit is assessed by controlled assignment
- In this unit you will learn how to develop visual identities for clients. You will also learn to apply the concepts of graphic design to create original digital graphics which incorporate your visual identity to engage a target audience.

Assessment Unit R097: Interactive Digital Media

- This unit is assessed by controlled assignment
- In this unit you will learn to design and create interactive digital media products for chosen platforms. You will learn to select, edit and repurpose multimedia content of different kinds (e.g. websites, digital maps, mobile apps, information points, e-learning products) and create the structure and interactive elements necessary for an effective user experience.

In total you will study **three** units. You must pass all of them to achieve this qualification.

Exam Board: OCR

Key Points about the Subject

The OCR Cambridge National in Creative iMedia equips students with the wide range of knowledge and skills needed to work in the creative digital media sector. Students start at pre-production and develop their skills through practical assignments as they create final multimedia products.

Creative iMedia focuses on the creative use of IT to produce media products. If you are a creative and logical thinker then this course will be perfect for you!

Who can I speak to for more information?

Mr M Howard