

Creative iMedia

HOLYROOD
ACADEMY



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Overview of Creative iMedia

Cambridge Nationals Level 1/2 Creative iMedia

Equips students with the wide range of knowledge and skills needed to work in the creative digital media sector. They start at pre-production and develop their skills through practical assignments as they create final multimedia products.

There are lots of practical elements to this course. Designed to challenge learners with independent project based assignments.

1 exam and 3 pieces of coursework



Examples of what you will do

Creative iMedia focuses on the creative use of IT to produce media products such as graphics, interactive displays, apps, movies, games, websites and much more...

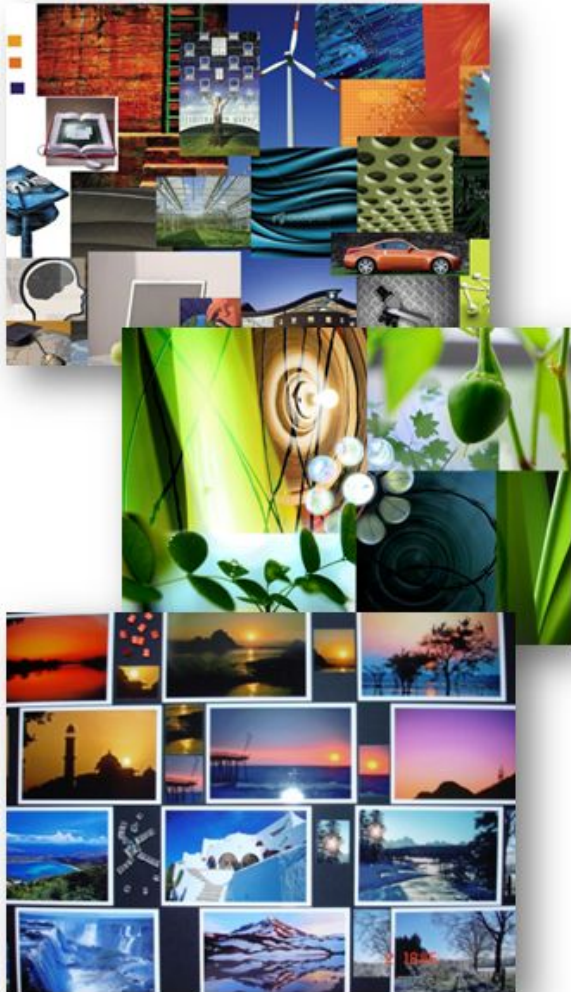
2x mandatory units

Pre-production skills (60 marks)
Creating digital graphics (60 marks)

2x optional units

Storytelling with a comic strip (60 marks)
Creating interactive multimedia products (60 marks)
Designing a game concept (60 marks)
Website development (60 marks)

Examples of what you will do



Links to prior learning

KS3 units

- Photo editing
- Movie poster
- Comic Strip
- Microsoft Office skills
- Games development
- Creative projects
- Website development

Mood boards

Meeting
deadlines
and targets

Work plans

Drawing
inspiration from
the world around
you

Storyboards

Identifying
target
audiences

Visualisation
Diagrams

Why choose Creative iMedia?

Digital Media is the future & continues to grow!



- Huge demand for digital literacy
- Digital media products used in most businesses
- Key part of everyday life
- Vital to UK economy
- Skills for jobs that don't even exist yet
- Allows you to be creative & push your ideas
- Really enjoyable work!

Is this course for you?

Do you enjoy using technology? Are you a creative thinking and enjoy problem solving? Can you stick to deadlines? Do you enjoy practical learning?

Skills

Industry standard software:

Microsoft Office

Adobe Creative Suite (PhotoShop, InDesign, Illustrator etc)

Project management:

Planning & production

Meeting deadlines

Reviewing media products



Next steps

Where can this qualification take me?

Holyrood Sixth Form - BTEC Level 3 in **Digital Media Production**

College/University - Media, advertising, creative & business courses

Apprenticeships - junior roles like web developers, production assistants

Careers - TV/film, radio, websites, social media development, magazine, advertising & game developing industries.

Most organisations have a requirement for digital media skills now - regardless of the industry.



Cambridge Nationals Level 1/2 Creative iMedia

Level	Qualification Grade	GCSE Equivalent
Level 2	Distinction*	8.5
	Distinction	7
	Merit	5.5
	Pass	4
Level 1	Distinction	3
	Merit	2
	Pass	1.25

1x Written paper (1h15): **Pre-production skills** (25%)

3x Centre assessed tasks (coursework) (25% each)

Any questions

You will have an opportunity to ask any questions you might have tomorrow night during the year 9 parents' evening.

Otherwise you can contact me via email

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