

# iMEDIA

QUALIFICATION	Cambridge National
EXAMINING BOARD	OCR
CONTACT TEACHER	Mr Shaukat/Mr Doran
LESSONS PER FORTNIGHT	5

What you will learn?	
Component 1	Component 2
<b>Pre-Production Skills</b> <ul style="list-style-type: none"> <li>Developing planning documents:</li> <li>Moodboards</li> <li>Mindmaps</li> <li>Storyboards</li> <li>Copyright Law and implications for design</li> <li>Purpose</li> </ul>	<b>Digital Applications</b> <ul style="list-style-type: none"> <li>Graphic Design</li> <li>Creating a multimedia product</li> <li>Website Design</li> </ul>

Assessment			
Overview			
Practical	Practical Exam	25%	End of Year 10
	Coursework	75%	Ongoing

**Written Exam:**

- Design planning documents to meet the needs of a client brief.
- Critically review digital products.
- Explain the purpose of a range of planning documents.

**Coursework:**

- Using a brief students must create a substantial digital product.
- Students must produce all the required graphics, videos, animation and sound clips.
- The assets must all work together to fulfil the brief.

Course Overview
<ul style="list-style-type: none"> <li>Develop practical skills using a wide range of software including:               <ul style="list-style-type: none"> <li>Dreamweaver</li> <li>Fireworks</li> <li>Photoshop</li> </ul> </li> <li>Analyse briefs to fully understand the audience requirements.</li> <li>You will have to investigate and create written reports for the products you design.</li> <li>Plan a wide range digital products using sketches, storyboards and site maps.</li> <li>Evaluate digital products.</li> </ul>

What the students say
<p><b>Positives:</b>  <i>"You will get a good experience of what graphic designers jobs entail"</i></p> <p><b>Be aware of:</b>  <i>"You need to produce lots of work on your own and some of the software is tricky to use."</i></p> <p><b>Qualities needed to do well:</b>  <i>"You need to be able to read lots of instructions and follow them accurately. You must also be able to work independently and to deadlines"</i></p>

Careers and Pathways
<ul style="list-style-type: none"> <li>BTEC and A level ICT</li> <li>Website design apprenticeships</li> <li>Web development degree</li> <li>Web developer</li> <li>Graphic designer</li> </ul>

