ICT

Course Full Name: OCR Level 1/2 Cambridge National in Creative iMedia

Why choose ICT?

iMedia course focuses on developing skills that are more directly relevant to the world of work today. All businesses now use various forms of media to promote their products and services including digital graphics and web development. The digital media industry is a growth industry in the UK economy and students gaining an insight into how this sector works will be well placed to secure employment within this growth sector in the future. In addition the Creative iMedia qualification will allow pupils to progress onto our ICT provision in the 6th form for those that wish to continue.

What will I do in ICT?

The hands-on approach of this qualification has strong relevance to the way young people use the technology required in creative media in today's society. In addition to developing creative media digital skills and knowledge, students will acquire a number of essential transferable skills such as planning, research and analysis, working with other people and communicating creative concepts effectively; all of which are relevant to work or going on to further study. Students will create graphics using Photoshop, build a website using Dreamweaver and create multimedia products using editing software.

Course Structure

3 Units in total
* 1 Exam Unit
* 2 coursework units

Units Covered

* R093- Creative iMedia in the media industry
* R094- Visual identity and digital graphics
* R097- Interactive digital media

Overview of Units

R093- Creative iMedia in the media industry

This is assessed by taking an exam. In this unit you will learn about the media industry, digital media products, how they are planned, and the media codes which are used to convey meaning, create impact and engage audiences. Topics include:
* The media industry
* Factors influencing product design
* Pre-production planning
* Distribution considerations

R094- Visual identity and digital graphics

This is assessed by completing a set assignment. In this unit you will learn to how to develop visual identities for clients and use the concepts of graphic design to create original digital graphics to engage target audiences. Topics include:
* Develop visual identity
* Plan digital graphics for products
* Create visual identity and digital graphics

R097- Interactive digital media

This is assessed by completing a set assignment. In this unit you will learn how to plan, create and review interactive digital media products. Topics include:
* Plan interactive digital media
* Create interactive digital media
* Review interactive digital media

Where can this course take me?

A GCSE equivalent qualification in ICT is the perfect choice for those who remain unsure as to their future plans but, are confident that they want it to contain technology. The content of the course means learners are exposed to emerging and established trends in technology and are familiar with their common uses.

This GCSE equivalent qualification will keep doors open when selecting options for A Level and assist with the IT aspects of other courses, both at GCSE and A Level. It is nigh on impossible to produce an exhaustive list of careers that use IT, the modern workplace makes use of technology whether you are a skilled tradesperson or working an office position. Practically any job will make use of technology and this growing dependence will only continue to grow moving forward.

For further information contact: Mr Ravenscroft