



# ICT

## Cambridge National Creative iMedia

CREATIVE iMEDIA 2YR CAMBRIDGE NATIONALS

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### What will I study in ICT?

Digital Media is a key part of many areas of our everyday lives and vital to the UK economy. Production of digital media products is a requirement of almost every business so there is huge demand for a skilled and digitally literate workforce. The media industry is vast, covering different sectors and providing work for freelance creatives as well as large teams in design houses and multinational companies. But there are common aspects to all digital media products. This qualification will help you to develop knowledge, and understanding relating to different sectors, products and job roles that form the media industry. You will learn how media codes and conventions are applied to create digital media products which engage audiences. You will also learn the purpose of, and reasons for legislation applicable to the media industry and what media producers must do to comply with this legislation. In addition, you will gain an understanding of the properties and formats of media files. Visual identity is a vital component of any business, product or brand. It makes a brand recognisable and helps sell a product or idea to a target audience. In this qualification you will learn how to develop visual identities for clients and apply the concepts of graphic design to create original digital graphics to engage target audiences.

### What skills can I gain from studying ICT?

Each of these units will help you develop understanding and skills related to different digital media products from a number of sectors of the media industry including:

- designing and creating comic characters that convey emotion and personality – the skills developed are relevant to illustration, graphic design and character design
- planning animations with audio based on client briefs – gaming technologies, mobile phones, the film industry and multimedia websites all use digital animation to enhance applications, entertain and inform the viewer

- using digital camera equipment to plan and capture photographs and video footage, edit images and produce effective portfolios in response to a client brief – static and moving images are used in the media industry for products as diverse as print publishing, news/journalism, advertisements, movies and interactive media.

There are 2 mandatory units:

R093: Creative iMedia in the media industry. In this unit, students will learn about the sectors, products and job roles that form the media industry. They will learn the legal and ethical issues considered and the processes used to plan and create digital media products. They will learn how media codes are used within the creation of media products to convey meaning, create impact and engage audiences. They will learn to choose the most appropriate format and properties for different media products. This unit is externally assessed through an OCR set and marked exam.

R094: Visual identity and digital graphics. In this unit, students will learn how to develop visual identities for clients. They will also learn to apply the concepts of graphic design to create original digital graphics which incorporate their visual identity to engage a target audience.

Completing these units will introduce the foundations for further study or a wide range of job roles within the media industry.

### What career paths would be suitable for?

Students can access any careers or courses including web developer, graphics design, animator, graphic designer, web designer editor etc.

### Website

[Cambridge Nationals - Creative iMedia Level 1/2 - J834 - OCR](#)