

Creative iMedia

Today we're surrounded by media wherever we look. There's the internet, TV, film, radio, magazines, papers... the list goes on.

This course allows you to explore a wide range of media subjects and to gain a practical and theoretical knowledge of the processes involved. You will create a range of realistic media products such as videos, a multimedia product, graphics and DVD covers and a sound audio clip.



Qualification: Cambridge National
Examination Board: OCR
Specification Code: J817

Topics Covered

You will have the opportunity to develop your analytical skills through close analysis of music videos, films, magazines and TV shows. You will also get the chance to develop your practical media skills using a wide range of equipment and specialist software i.e. Mediator, Photoshop, Audacity, Movie Maker and Flash to name but a few!

This course is designed to encourage you to develop a wide range of multimedia products which could be used within the media field.

Assessment

There are four units in total which are:

- **R081 Pre Production** - an external written exam.
- **R082 Digital Graphics** - internal assessment
- **R087 Multimedia** - internal assessment
- **R088 Sound** - internal assessment

Course Progression

Pupils who choose this subject have gone on to study either BTEC Level 3 Certificate in IT or A level Media Studies both of which are available at Swanshurst Sixth Form. We are also now offering a Level 3 in Digital Media qualification.

These pathways offer highly demanding and exciting opportunities which would enable you to study ICT or media further at a degree level at University. You could also progress to specialise in a more practical based route such as app, games or website design or even choose to apply for an apprenticeship .

Career Opportunities

By choosing to study this subject it could lead to a career within the Media sector such as; journalism, radio & TV production, film production, advertising, marketing, music industry, app designer, sound recordist, photographer, assistant editor, assistant web designer, game design, apps designer, multi-media design and production, website development, 3D modelling, plus many more! This course also prepares you for any further study in the Performing Arts fields.