

ICT: iMedia (Cambridge National)

Head of Faculty: Mrs T Foster

Examination Board: OCR

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. This qualification will help students to develop specific and transferable skills such as research, planning, and review, working with others and communicating creative concepts. The qualification's hands-on approach has strong relevance to the way young people use the technology required in creative media.

What will I learn on this course?

This qualification is for students aged 14-16 who wish to develop applied knowledge and practical skills in creating digital media products, such as webpages, animations, graphics, comic strips and interactive multimedia products.

What are the mandatory modules or units – what will I have to study?

Pre-production skills (examination)

This first unit underpins the other learning in this qualification. Students will learn about how to plan pre-production effectively, including understanding of client requirements and reviewing pre-production briefs. They will use this knowledge in the optional units, when they develop their own media products. This unit also provides excellent transferable skills such as project planning, which will be useful in a wide variety of contexts.

Creating digital graphics (coursework)

Digital graphics are a key part of most digital products and this mandatory unit will help to support the other optional units in the suite. Students will learn the basics of digital graphics, editing for the creative and digital media sector and how to consider client requirements.