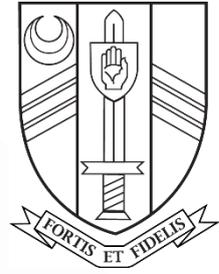


CREATIVE IMEDIA

CAMBRIDGE NATIONAL



The main aims of the course are:

To equip pupils with the wide range of knowledge and skills needed to work in the creative digital media sector, from pre-production skills to comic strip design, through a hands-on approach to learning. A Cambridge National in Creative iMedia will provide opportunities to develop useful transferable skills such as research, planning, and review, working with others and communicating creative concepts effectively.

It will involve studying the following areas as part of the course:

- **R081: Pre-production skills** Pupils are introduced to a range of essential pre-production techniques used in the creative and digital media, including client brief, time frames, deadlines and preparation techniques.
- **R082: Creating digital graphics** Building on the skills and understanding that they have developed in the previous unit, pupils explore where and why digital graphics are used and the techniques that are involved in their creation. They apply their skills and knowledge in creating digital graphics against a specific brief.
- **R084: Storytelling with a comic strip** Pupils explore different genres of comic strip and how they are created. They plan and create a comic strip to specific requirements and review the final comic against a specific brief.
- **R087: Creating interactive multimedia products** Pupils develop their knowledge and understanding of where and why different interactive multimedia products are used and what features are needed for a given purpose. They learn how to interpret a client brief, and how to use time frames, deadlines and preparation techniques as part of the planning and creation process.

The main reasons for choosing this are:

This course will provide pupils with the wide range of knowledge and skills needed to work in the creative digital media sector. They start at pre-production and develop their skills through practical assignments as they create final multimedia products.

The scheme of assessment is:

The four units each contribute equally to the final grade. The pre-production skills unit is an external examination that lasts one hour and 15 minutes, worth 25%. The other three units are assignment based and again count as 25% of the final grade.

Course requirements are:

It is important to have an interest in various IT software in order to create a range of documents including PowerPoint presentations and in using various types of software, such as 'Comic Life' to produce your own comic strip.

You can obtain further information from Mrs A. Chaffe, Mrs S. Tam or Miss L. Ward.