

## Creative iMedia



OCR Level 2 Cambridge National Certificate in Creative iMedia comprises three units:

### What is OCR Level 2 Cambridge National Certificate in Creative iMedia?

Creative iMedia is a vocational, GCSE equivalent qualification. It is designed to develop your creative media skills as well as other transferable skills such as: researching, planning and review, working with others and communicating creative concepts effectively.

### Skills you will develop during the Course

It lets you gain knowledge in a number of key areas in the media field, from pre-production skills to digital product creation, and offers a hands-on approach to learning.

- Planning of creative and digital media (Storyboarding and scripting).
- Effective reviewing of media.
- Creating digital graphics.
- Creating multimedia webpages.
- How to effectively use multimedia assets.
- Creating multimedia products.
- Use of the Adobe Master Collection.

### Course Structure Overview

<b>Creative iMedia in the media industry</b>	<b>Visual identity and digital graphics</b>	<b>Interactive digital media</b>
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.	In this unit you will learn how to develop visual identities and use the concepts of graphic design to create original digital graphics to engage target audiences.	In this unit you will learn how to plan, create and review interactive digital media products.
<b>Exam</b> 40% of certificate	<b>Internal Assessment</b> 25% of certificate	<b>Internal Assessment</b> 35% of certificate