

OVERVIEW

The digital sector is a major source of employment in the UK, with 1.46 million people working in digital companies and around 45,000 digital jobs advertised at any one time. Digital skills span all industries; almost all jobs in the UK today require employees to have a good level of digital literacy.

The course will allow students to gain knowledge in a number of key areas in the media field, from pre-production skills to digital animation, and offers a hands-on approach to learning. The Cambridge National in Creative iMedia will also provide opportunities to develop useful transferable skills such as research, planning, and review, working with others and communicating creative concepts effectively.

ASSESSMENT

There are 4 components which the pupils will have to complete:

R081: Pre-production skills (25% External examination)

Students 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 (25% Internally assessed coursework)

Building on the skills and understanding that they have developed in the previous unit, students 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.

R085: Creating a multipage website (25% Internally assessed coursework)

Students explore the different properties, purposes and features of multipage websites. They demonstrate their creativity by combining components to create a functional, intuitive and visually pleasing website.

R087: Creating interactive multimedia products (25% Internally assessed coursework)

Students develop their knowledge and understanding of about where and why different interactive multimedia products are used and what features are needed for a given purpose.

PROGRESSION ROUTES AND POSSIBLE CAREERS WHERE THIS SUBJECT IS USEFUL

The choices that learners can make post-16 will depend on their overall level of attainment and their performance in the qualification. Learners who generally achieve at Level 2 across their Key Stage 4 learning might consider progression to:

- A Levels as preparation for entry to higher education in a range of subjects
- Study of a vocational qualification at Level 3, such as a BTEC National in IT or L3 Technicals in Digital Media, which prepares learners to enter employment or apprenticeships, or to move on to higher education by studying a degree in the digital sector.

Learners who generally achieve at Level 1 across their Key Stage 4 learning might consider progression to:

- Study at Level 2 post-16 in a range of technical routes designed to lead to work, to progression to employment, to apprenticeships or to further study at Level 3. For these learners, the attitudes and the reflective and communication skills covered in this qualification will help them achieve.
- Study of IT Support or Digital Technology through the study of a Technical Certificate. Learners who perform strongly in this qualification compared to their overall performance should strongly consider this progression route as it can lead ultimately to employment in the digital sector.

SUITABILITY

This course would suit any pupil who enjoys problem solving and analysis. Pupils who excel in ICT should consider taking Cambridge Nationals in Creative iMedia.