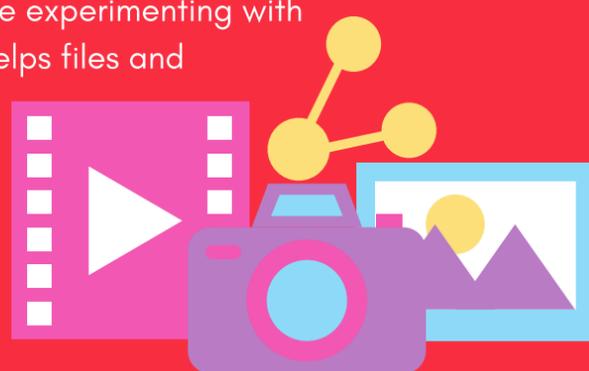


CREATIVE IMEDIA

'CREATIVITY IS
INTELLIGENCE
HAVING FUN'

WHAT IS THE COURSE ABOUT?

The course is for students who have a genuine interest in ICT, media and those who have a creative or artistic flair. Students will learn to organise their work effectively in terms of the presentation and the way it is stored on the network. Students need to be motivated as the course rewards hard work and self-reliance. Students will be experimenting with unfamiliar software and be able to make effective use of help files and video tutorials. The course is a written study of media in the world which allows the students to experience several different mediums.



SUBJECT CONTENT

iMedia lessons will focus on practical skills using the software required to complete the coursework. Further to this, students will develop problem solving skills and develop their abilities in creating professional reports and presentations.



The software that students will learn include: Adobe Photoshop, Adobe Dreamweaver and Adobe Flash.

Digital Images - Use of photography and image editing software to create a professional graphic product:

Web Design - The use of professional software and HTML to create a multipage, professional website

Creating a Digital Video Sequence - Use of professional software to create a digital video sequence.

HOW WILL I BE ASSESSED?

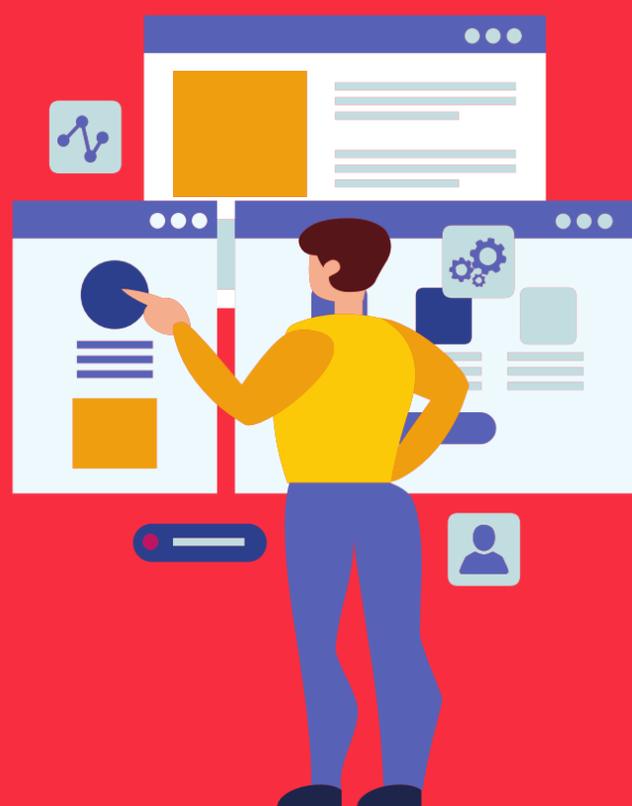
There are 4 components to Creative iMedia

Unit 1: Theory Exam - A 1 hour, 60 mark exam that covers key theory topics

Unit 2: Photoshop - A controlled assessment project developing skills using digital graphics and + photography

Unit 3: Web Design - A controlled assessment project developing skills in creating a professional website

Unit 4: Video sequence - A controlled assessment project developing skills in video sequence creation and editing



WHAT SKILLS ARE REQUIRED?

This specification enables learners to develop a range of skills covering the analysis and creation of media products.

When analysing media, learners will:

- Demonstrate skills of enquiry, critical thinking and analysis
- Analyse and compare how media products construct and communicate meaning and generate intended interpretations and responses
- Respond through discursive writing to show knowledge and understanding of media issues
- Use specialist subject specific terminology appropriately.



When creating media, learners will:

- Develop practical skills by creating their own independent media production
- Apply knowledge and understanding of media language and representation from the theoretical framework to a media production
- Use media language to express and communicate meaning to an intended audience.

STUDYING IMEDIA MAY LEAD TO

This qualification provides a strong foundation for students to progress to A Level in Media Studies or Level 3 vocational qualifications.

Careers directly related to studying Media Studies



- Runner, broadcasting/film/video
- Social media manager
- Television/film/video producer
- Web content manager
- Media planner
- Multimedia specialist.
- Programme researcher, broadcasting/film/video
- Public relations officer.

ADDITIONAL INFORMATION

There are no specific requirements for prior learning with this qualification. It builds upon the knowledge, understanding and skills acquired at Key Stages 1-3 in a wide range of subjects, including English, ICT and creative subjects.

