

Course Titles: Creative iMedia (J834)

Awarding Body: Cambridge Nationals

Further information available from: Mrs Lees and Mrs Kaur

The media industry is vast, covering different sectors and providing work for freelance creatives as well as large teams in design houses and multinational companies. But there are common aspects to all digital media products. This qualification will help you to develop knowledge, and understanding relating to different sectors, products and job roles that form the media industry. This could lead to future employment in Marketing, Digital Media Development, Video Game Design and many other fields.

You will learn how media codes and conventions are applied to create digital media products which engage audiences. You will also learn the purpose of, and reasons for legislation applicable to the media industry and what media producers must do to comply with this legislation. In addition, you will gain an understanding of the properties and formats of media files.

Visual identity is a vital component of any business, product or brand. It makes a brand recognisable and helps sell a product or idea to a target audience. In this qualification you will learn how to develop visual identities for clients and apply the concepts of graphic design to create original digital graphics to engage target audiences.

### **Unit R093: Creative iMedia in the media industry**

This is assessed by taking an exam. 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.

Topics include:

- The media industry
- Factors influencing product design
- Pre-production planning
- Distribution considerations

### **Unit R094: Visual identity and digital graphics**

This is assessed by completing a set assignment.

In this unit you will learn to how to develop visual identities for clients and use the concepts of graphic design to create original digital graphics to engage target audiences.

Topics include:

- Develop visual identity
- Plan digital graphics for products
- Create visual identity and digital graphics

### **Unit R095: Characters and comics**

In this unit you will learn to create an original character and create a multiple page comic, developing an understanding of features and conventions of comics and characters in them as well as knowledge of pre-production documentaries.

Topics include:

- Plan characters and comics
- Create characters and comics
- Review characters and comics

### **Course Structure**

R093 – Creative iMedia in the media industry - Written Assessment - 40 %

R094 - Visual identity and digital graphics - Internally Assessed - 30%

R095 - Characters and comics - Internally assessed - 30%