



Creative iMedia (ICT)

Why study Creative iMedia (ICT)?

The use of computers, electronic devices and smart phones impacts on our daily lives and employers in almost any of today's industries who value a qualification which demonstrates that you can use technology effectively.

You will complete a combination of two pieces of coursework, which are internally assessed units and an externally marked exam, giving you the opportunity to develop key skills important to your future academic studies and employment.

R093: External Exam—Creative iMedia in the Media Industry (70 marks) (40%)

In preparation for the exam you will be taught 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. The topics of study include The Media Industry; Factors influencing product design; Pre-production planning; Distribution considerations.

The exam is broken down into 3 Performance Objectives; PO1 – Recall knowledge and show understanding; PO2 – Apply knowledge and understanding; PO3 – Analyse and evaluate knowledge, understanding and performance. All NEA assessment follow the same Performance Objectives as R093 with an additional objective, PO4 – Demonstrate and apply skills and processes relevant to the subject area.

R094: Compulsory NEA – Visual identity and digital graphic (50 marks) (25%)

During R094 learners will learn how to develop visual identities for clients and use the concepts of graphic design to create original digital graphics to engage target audiences. The topics of study include Develop visual identity; Plan digital graphics for products; Create visual identity and digital graphics.

R095: Optional NEA – Characters and Comics (70 marks) (35%)

During R095 learners will learn how to plan, create, and review comics which contain original characters. The topics of study include planning characters and comics; creating characters and comics; reviewing characters and comics.

How will my work be assessed?

The course is graded Pass, Merit, Distinction at Distinction* which is equivalent to a full GCSE. We aim to make lessons engaging and diverse through investigations, discussion and group work, along with independent challenges.

What future opportunities can this course lead to?

This course will enable you to continue your ICT skills development, providing a strong foundation to progress on to Level 3 ICT courses in subject areas including Creative and Digital Media and Graphics, as well as studying A-Level Media.

Who can I speak to for more information?

For further information about Computing please speak to your computing teacher, or contact options@penistone-gs.uk.