



Prince Henry's
Grammar School

SIXTH FORM

Media: Cambridge Technicals in Digital iMedia

Course Leader: Mr S Hunt

Why Study Digital iMedia?

We are proud to offer this new and exciting course which offers students the chance to develop creative skills relevant for the modern world.

The creative media industry is growing 30% faster than the rest of the economy and is looking for competent, creative people to fill a range of dynamic and exciting jobs, some of which have not even been invented yet! Whether you want to progress to Higher Education, an Apprenticeship or employment, this course is designed to equip you with the skills you need to work in the Creative Media industry.

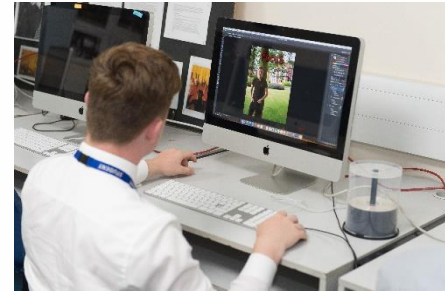
Course Content and Assessment

This course offers a highly practical approach to the study of the media. Students will develop conceptual ideas, and take them through the production cycle; from planning and pre-production right through to post-production and distribution. They will also learn how to analyse target audience requirements, research market demand and bring a media concept to life, working in line with legal and regulatory requirements.

Students study 2 examined units and 3 creative IT-related coursework units. These include producing a high-quality digital video using a Mac (Unit 3). Coursework is worth 50% overall in this course.

Students will learn how to design and create an interactive website in Unit 4 and in Unit 10 they will plan for and produce a short animation for the targeted audience. In Unit 17, they will learn how to create special effect techniques in a new range of software to produce film footage as part of short film, or animation.

The course is very practical and builds on the students' excellent IT skills acquired from their time studying KS3 or KS4 IT. Another very positive feature of this course is that it affords students the opportunity to sit the exams on up to two occasions each.



The first three units are mandatory. Teachers will select the most interesting, interactive and challenging units from the list below dependent upon the skills and strengths of the class:

- Unit 1 - Media Products and Audiences (exam)
- Unit 2 - Pre-production and Planning (exam)
- Unit 3 - Create a Media Product (Digital Video) (coursework)
- Unit 4 - Create an interactive media produce (Website) (coursework)
- Unit 10 - Create a digital animation (Adobe Photoshop, Fireworks, Flash) (coursework), or
- Unit 17 - Create Visual and Special Effects (coursework)
- Unit 20 - Advertising
- Unit 21 - Pitching an idea
- Unit 23 - Create your own professional portfolio

Progression Routes

This course offers a high-quality alternative to traditional A Levels, allowing students to mix both successfully. The course carries UCAS points like any other A Level and is also well received by universities. This is a modern and exciting new course designed for students who may want to eventually work in the huge Media or digital sectors.

Entry Requirements

It is not necessary to have studied Media Studies or iMedia at GCSE level as much of the content of this course will be new. Students who have studied GCSE iMedia will be expected to have achieved at least a Level 2 Pass.

Above all, we are looking for students with genuine interest and enthusiasm, and a willingness to learn and explore new software.