



CREATIVE IMEDIA

‘A CREATIVE AND PRACTICAL ICT COURSE’
NOT COMPUTER SCIENCE!

WHY SHOULD YOU TAKE CREATIVE IMEDIA?

The creative digital industries include those creative industries involved in **the production, creation and publishing of experiential and information media** such as online advertising, graphic design, film and television, digital visual and audio effects, mobile entertainment, interactive media and video games.

Digital media products used in almost every business

One of the UK's largest sector, Employing over 3 million people in the UK alone.

A key part of many areas of our everyday lives

Huge demand for a skilled and digitally literate workforce

CREATIVE IMEDIA

Develop skills in media software:

- **Web design**
- **Photoshop**
- **Flash**
- **Animation**
- **Movie editing**

Very practical course

A range of different types of work

**One exam,
2 coursework units**

Go on to work in the media sector

- **Film / TV**
- **Radio**
- **Magazines**
- **Advertising**
- **Web developer**

WHAT IS CREATIVE I MEDIA?

- Creative iMedia is a new course that we have started teaching 3 years ago.
- It focusses on the creative use of ICT to produce media products such as websites, graphics, interactive displays, apps, recording and editing short movies and creating comic characters and comic strips.
- Creative iMedia is an option that is open to everyone, but you must have a passion for creative ICT.



with a passion for creative ICT

CREATIVE IMEDIA

3 UNITS OF WORK TO COMPLETE

- Creative media in the IT industry – **Written examination 40%**
 - **Digital Graphics – Practical Unit 25%**
- A third optional worth 35%. Unit from:**
- **Visual imagining (recording and editing video and photography)**
 - **Interactive digital Media – Creating Websites**
 - **Animation with Audio**
 - **Creating comic characters and digital cartoon strip.**

WHAT ARE THE DIFFERENCES BETWEEN IMEDIA AND COMPUTER SCIENCE?

Creative iMedia

- Creative iMedia focuses on the *use* of ICT and applications
- You learn how to use software like Photoshop, Fireworks, Dreamweaver, Illustrator, InDesign, Video editing software, Comic life and more.
- It is very creative and gives you the opportunity to bring your own ideas into your work
- It is mainly practical with just one written exam at the end of year YR I I.

WHAT WILL I LEARN ABOUT IN CREATIVE IMEDIA?

ECOFEST
THE ENVIRONMENTALLY FRIENDLY MUSIC FESTIVAL

HOME THE ACTS RECYCLING INITIATIVES CONTACT AND LOCATION

WIN! TAKE A PHOTO SHOWING HOW YOU DO YOUR PART FOR THE ENVIRONMENT

HOME

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis sodales et nisi vel tristique. In hac habitasse platea dictumst. Aenean vitae erat purus. Morbi et blandit nisi. Nulla id dolor sit amet, neque accumsan imperdiet et dignissim massa. Ut arcu justo, dignissim vitae sem ac, viverra malesuada purus. Nullam aliquet nisi massa, sed egestas turpis consequat id. Praesent scelerisque turpis a hendrerit eleifend.

Ut quis bibendum purus, at maximus mauris. Sed egestas quam ut efficitur blandit. Curabitur malesuada, magna vel volutpat hendrerit, augue libero malesuada arcu, vel tempor neque libero eget enim. Sed eget lorem eu lorem timentum pharetra ut in est. In faucibus molestie libero in pellentesque. Vestibulum vulputate augue sit amet sapien convallis, vitae aliquet erat pharetra.

Suspendisse vitae arcu non urna mollis consequat non a mi. Orci varius natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Aenean rhoncus nibh vitae nisi condimentum sagittis. Praesent pulvinar vestibulum enim vitae bibendum. Suspendisse ut cursus quam. arcu portitor sapien. Praesent leo augue, pulvinar quis auctor convallis faucibus ligula. Nulla males justo a ornare semper. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuero cubilia Curae. Sed non vehicula diam. Duis feugiat condimentum nibh, vel tristique lacus auctor aliquet. Vivamus vestibulum males pulvinar.

HOME THE ACTS RECYCLING INITIATIVES CONTACT AND LOCATION

Location

Doncaster Racecourse
The Cavendish, Lege Way,
Doncaster DN2 0DB
4.2 stars 1,798 reviews
View larger map

Location

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis sodales et nisi vel ornare. In hac habitasse platea dictumst. Aenean vitae erat purus. Morbi et blandit nisi. Nulla id dolor sit amet, neque accumsan imperdiet et dignissim massa. Ut arcu justo, dignissim vitae sem ac, viverra malesuada purus. Nullam aliquet nisi massa, sed egestas turpis consequat id. Praesent scelerisque turpis a hendrerit eleifend.

Ut quis bibendum purus, at maximus mauris. Sed egestas quam ut efficitur blandit. Curabitur malesuada, magna vel volutpat hendrerit, augue libero malesuada arcu, vel tempor neque libero eget enim. Sed eget lorem eu lorem timentum pharetra ut in est. In faucibus molestie libero in pellentesque. Vestibulum vulputate augue sit amet sapien convallis, vitae aliquet erat pharetra.

Suspendisse vitae arcu non urna mollis consequat non a mi. Orci varius natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Aenean rhoncus nibh vitae nisi condimentum sagittis. Praesent pulvinar vestibulum enim vitae bibendum. Suspendisse ut cursus quam. arcu portitor sapien. Praesent leo augue, pulvinar quis auctor convallis faucibus ligula. Nulla males justo a ornare semper. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuero cubilia Curae. Sed non vehicula diam. Duis feugiat condimentum nibh, vel tristique lacus auctor aliquet. Vivamus vestibulum males pulvinar.

Contact us

Contact information

* required

Name *

WEB DESIGN

Learn how to design and build working websites including images, video, animations, audio, interactive maps, pop up menus and more. Decide how your site will look, come up with a design and put your own ideas into your work. The theme this year is a new music festival that is coming to Doncaster.

WHAT WILL I LEARN ABOUT IN CREATIVE IMEDIA?



LAGOON OF LIGHT
TAP ON THE SEA CREATURES TO LEARN ALL ABOUT THEM

EMPEROR ANGELFISH

The Emperor Angelfish lives on reefs in the Indian and Pacific Oceans and can grow up to about 40cm in length.

They are omniverous which means that they eat both plants and animals although sponges and algae are its main diet.

Young Emperor Angelfish look different to the adults - they are dark blue with bright blue and white rings.

It takes about 2 years for them to change to their adult colours.



AWAKENING SEAS
TAP ON THE FOSSILS TO LEARN MORE ABOUT PREHISTORIC SEAS

MOSASAURUS

Mosasauros was a carnivorous reptile that lived in the seas during the Cretaceous period. They could not breath underwater but had to surface for air - much like a turtle.

They were large creatures and could grow to over 15 meters long. They had a streamlined skull full of sharp, needle like teeth which were perfect for catching prey which sometimes included other Mossosaurs!

MULTIMEDIA

Create an interactive display board suitable for use on a touch screen computer. Include animation, video, audio, images and more. This year students are designing a display for The Deep for visitors to learn about the different animals there. We are taking students to The Deep so they can take their own photos, videos etc.

WHAT WILL I LEARN ABOUT IN CREATIVE IMEDIA?



GRAPHICS

Use Photoshop, Illustrator and Fireworks to create, edit and combine images.

The theme this year is to create a book cover for a sci-fi novel.

Students can choose their own images and design.

CREATING DIGITAL VIDEO



Digital Video

Create a storyboard and a script. Use a smart phone, tablet or a video camera to shoot a video with different camera techniques and angles. Then use a video editor to make special effects to your final video.

Students can choose their from different topics, use their own images, video footage, external video footage and soundtrack for their video.

CAREERS (AVERAGE SALARIES)

SOUND ARTIST
£24,000 - £35,000

FILM EDITOR
£24,000 - £36,000

DIGITAL ARTIST
£24,000 - £37,000

SOCIAL MEDIA MANAGER
£25,000 - £38,000

PHOTOGRAPHER
£24,000 - £40,000

GRAPHIC DESIGNER
£22,000 - £41,000

3D ARTIST
£25,000 - £41,000

TEACHER
£30,000 - £48,000+

APP DEVELOPER
£30,000 - £47,000

ANIMATOR
£24,000 - £47,000

WEB DESIGNER
£23,000 - £49,000

GAMES DESIGNER
£27,000 - £52,000

FREQUENTLY ASKED QUESTIONS

- **Is it a GCSE?**
 - Creative iMedia is a technical qualification which is worth exactly the same as a GCSE. Grades are awarded from Pass, Merit and Distinction.
- **How is my work assessed?**
 - You will study 2 practical projects and take ONE written examination.

https://www.youtube.com/watch?v=sURHhe3jd_4

