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:

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- 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 IMEDIA?

- 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.



CREATIVE IMEDIA

3 UNITS OF WORK TO COMPLETE

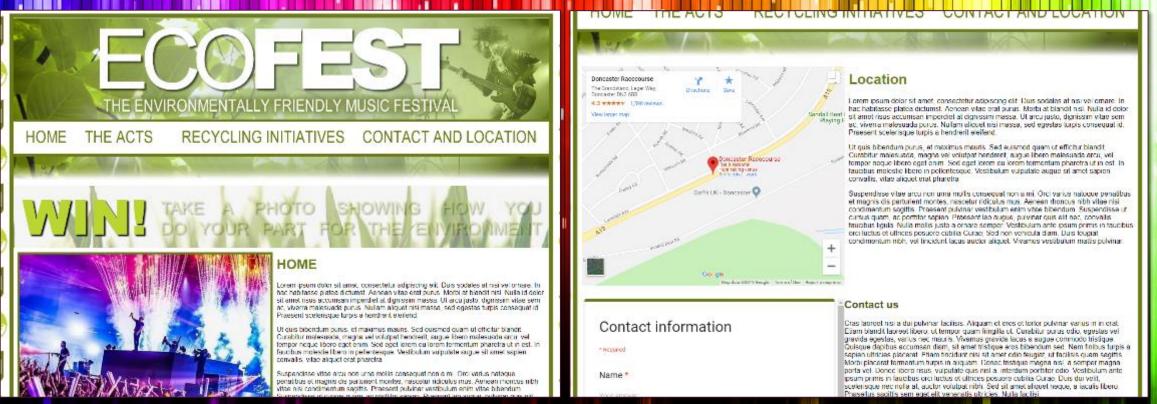
- Creative media in the IT industry Written examination 40%
- Digital Graphics Practical Unit 25%
- A third optional worth 35%. Unit from:
- Visual imagining (recording and editing video and photography)
- Interactive digital Media Creating Websites
- Animation with Audio
- Creating comic characters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

WHAT WILL I LEARN ABOUT IN CREATIVE IMEDIA?



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 THEN

EMPEROR ANGELEISH

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

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

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

I 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

Mosasaurus was a carniverous 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 Mosasaurs!

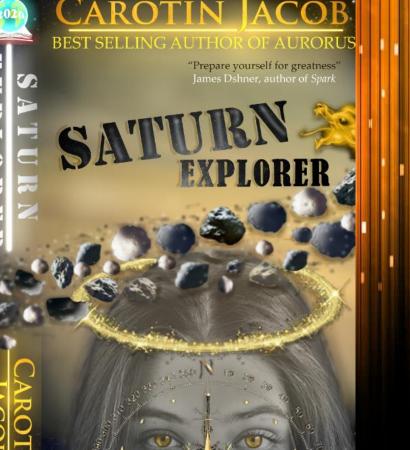
MULTIMEDIA

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?

"I PROMISED MYSELF THIS TIME WOULD BE DIFFERENT. THIS TIME THEIR FIRE WILL BECOME MY DESIRE" Alina is turning 16 years old: the age that has been dreaded for many centuries... President Noah decides yet again to send a group of teenagers to the avoided territory to challenge the creatures that live among the planet to gain goods. Every year, not even the best trained return home safely ... It will be her turn to become the heir of the golden switch and tame the eyes of the golden fire,. Years of training will lead her to Saturn, aware of the ill fated challenges before her... WILL SHE BE ABLE TO SURVIVE? will she save her 15 year old brother Akash from meeting the same fate? ictoria Aveyard, author of Red Queen Brendan Reichs, author of Memorie A blockbuster thril for fans of The Maze Runner and Hunger Games

UK £799



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)



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.