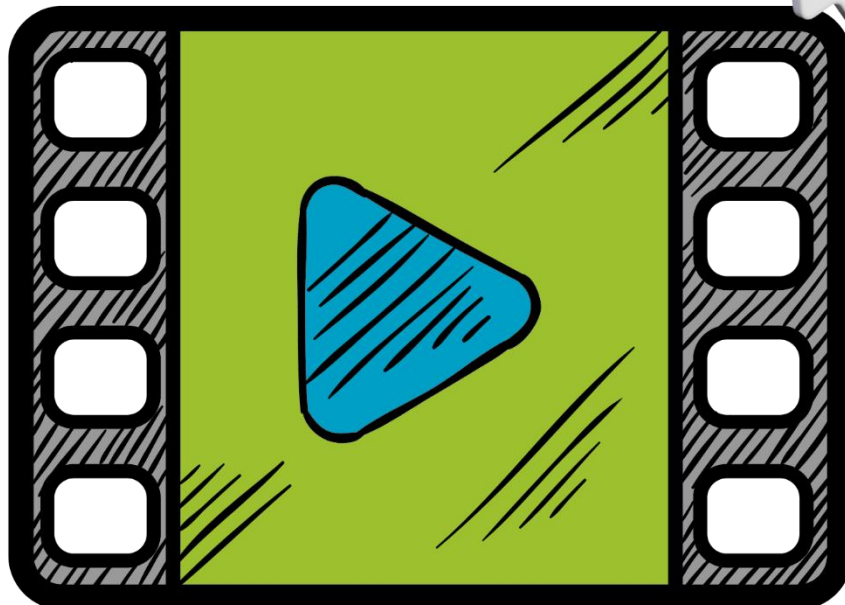


CREATIVE MEDIA

COURSE: OCR CAMBRIDGE NATIONAL IN CREATIVE MEDIA



What is Media?...



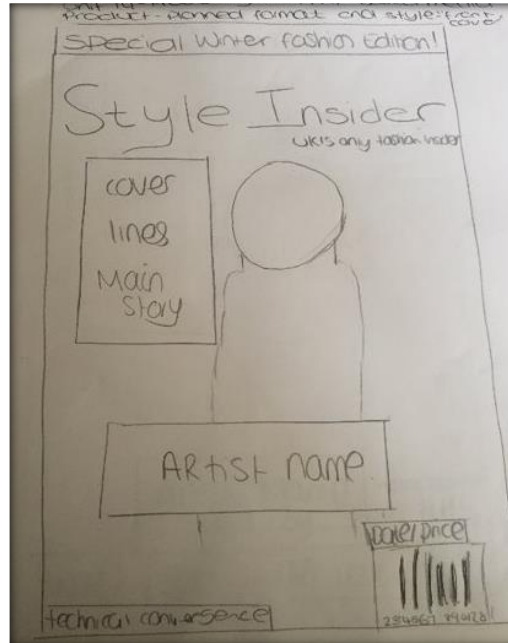
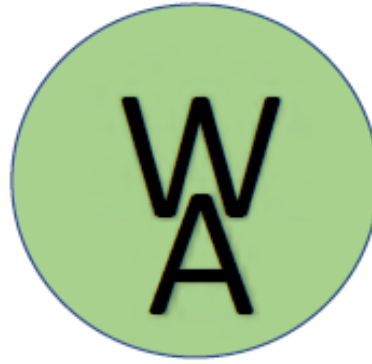
to play Subject Video

Watch a
video
from
current
Media
students
to explain

COURSE OVERVIEW

1. Visual identity and digital graphics

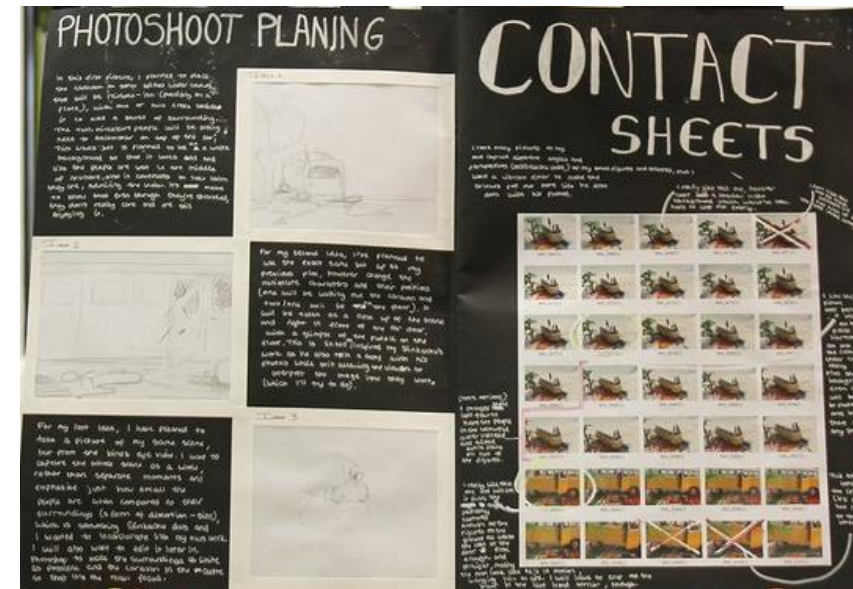
- ✓ Coursework based
- ✓ You will learn concepts of **graphic design** to plan and create logos and original media products to target an audience
- ✓ Use knowledge to create visual identity for a set project
- ✓ Use software including Photoshop and InDesign



COURSE OVERVIEW

2. Visual imaging

- ✓ Coursework based
- ✓ You will develop ideas and **create a print and video production** in response to a set brief
- ✓ Photography skills using Digital cameras
- ✓ Video skills including filming and editing
- ✓ Evaluate your work



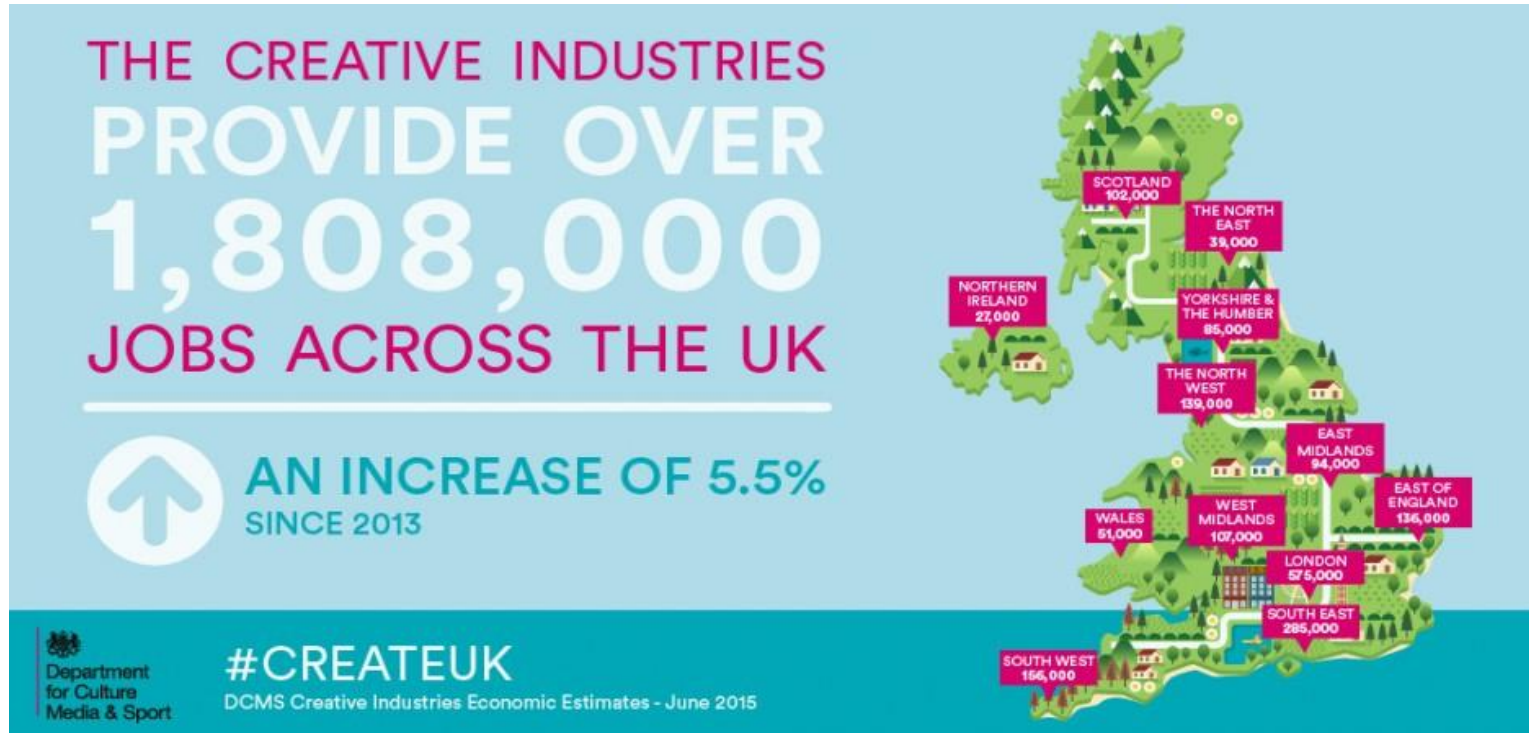
COURSE OVERVIEW

3. Creative iMedia in the industry

- ✓ 1 hour 30 minutes written examination
- ✓ Topics include
 - The media industry
 - Factors influencing the media
 - Media codes which are used to convey meaning and engage different audiences.
 - Job roles and legal issues within the media industry



WHY choose Media?



Develop skills in:

- Creativity
- Problem solving
- Communication
- Use of technology
- Critical thinking

Careers in:

- Social media management
- Media production
- Photography
- Animation
- Graphic design
- Marketing
- Games development
- Branding
- Advertising



In 2021 - 1 in 8
jobs were in the
creative industries

A taste of Media Production

Example TASK:

You are a graphic designer who has been commissioned to produce sample graphics for a **travel guide**. The publishing company want the product to have an eye-catching visual identity. You need to produce a travel guide for **one** country of your choice using suitable graphics and photographs.

What are your ideas? Create a brainstorm to visualise your ideas.

You could consider:

- Logos design
- Photos suitable for the travel guide
- Colours/ font styles you would choose

Is Media the right option for me?

Are you...

- ☐ Creative
- ☐ Hardworking
- ☐ Critical thinker
- ☐ Enjoys accessing a wide range of media products (watching TV/ Film, playing games, reading a magazine, listening to podcasts/the radio...)



Why media studies...?

“The need for training in media studies is more urgent than ever at a time when social media is being used to threaten the very fabric of democracy.”

[Journalist discussing the Trump White house invasion]

“It would be irresponsible not to ask serious questions about how rapid transformations in media is effecting our lives.”