

What can I do after this course?

Information Technology Creative iMedia can be the first step to many careers.

CREATIVE CAREERS: Web designer, Web developer, Information architect, Graphic artist, Art worker, Art director, Animator, Producer.

TECHNICAL CAREERS: Product developer, Database developer/manager, Software developer, Business Development manager, Product manager, Brand manager, Account manager, Project manager.

WRITING CAREERS: Journalist, Web editor, advertising copywriter.

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Creative iMedia



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CREATIVE iMEDIA

Subject Guide
Key Stage 4

Creative iMedia

Course starting September 2026

What will I learn?

Digital Media is a key part of many areas of our everyday lives and vital to the UK economy. Production of digital media products is a requirement of almost every business so there is a huge demand for a skilled and digitally literate workforce. This qualification will help students develop specific and transferable skills such as research, planning, and review, working with others and communicating creative concepts. The qualification's hands-on approach has a strong relevance to the way young people use the technology required in creative media.

Unit R093: Creative iMedia in the media industry

This is assessed by taking an exam. In this unit you will learn 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. Topics include:

- The media industry
- Factors influencing product design
- Pre-production planning
- Distribution considerations

Unit R094: Visual identity and digital graphics

This is assessed by completing a set assignment.

In this unit you will learn to how to develop visual identities for clients and use the concepts of graphic design to create original digital graphics to engage target audiences. Topics include:

- Develop visual identity
- Plan digital graphics for products
- Create visual identity and digital graphics

Unit R099: Digital games

This is assessed by completing a set assignment. In this unit you will learn how to plan, create and review digital games. Topics include:

- Plan digital games
- Create digital games
- Review digital games



How will I be assessed?

Students must complete three units:

- one externally assessed unit (exam)
- two centre-assessed units (non examined assessment)

The exam is 1 hour and 30 minutes. Students will sit the exam at the end of Year 11.

The examination unit allows students to gain underpinning knowledge and understanding relevant to the qualification and sector. The NEA units draw on and strengthen this learning with students applying their learning in a practical, skills-based way.

How is this course delivered?

Classroom based learning and e-learning resources available.