Creative iMedia

"Digital Media is a part of many areas of our everyday lives and vital to the UK economy."

This course is good for students who:

- Aspire to become a creative designer or graphic artist in the digital world of media or the film industry.
- Wish to develop specific and transferable digital skills, including research, planning and creating digital products.
- Enjoy producing design work whilst working with others, and communicating creative concepts.
- Would like to become an animator, digital graphic designer or content designer.
- Wish to study further in digital art at college or through an apprenticeship.

What topics will you be studying?

- Understanding the entertainment and media industry, from job roles to media products.
- Know how legal issues and constraints affect the industry.
- Understanding how digital graphics are developed to meet audience expectations during design and planning stages.
- Building brand identity and 2D digital graphics to meet client requirements.
- Planning, designing and creating digital interactive kiosks using technical skills and concepts.

What do students studying for this qualification go on to do?

- Advertising and digital artist, film and art animators.
- Digital literacy designer, promotions manager, web designers.
- Digital marketing game manager, social content manager.