Creative IMedia

What will I learn?

You will learn to understand pre-production skills used in the creative and digital media sector. You will develop your understanding of the client brief, time frames, deadlines and preparation techniques that form part of the planning and creation process. Planning is an essential part of working in the creative and digital media sector. Students will also gain an understanding of basics of digital graphics editing for the creative and digital media sector. You will learn where and why digital graphics are used and what techniques are involved in their creation.

You will develop your understanding of the client brief, time frames, deadlines and preparation techniques as part of the planning and creation process.

What do I need to know before I can start the course?

This is a creative course, you will need to be enthusiastic and willing to impose your idea in various form:

- ❖ Recall some information regarding the effective use of creative media
- ❖ understand the purposes and uses of creative media
- ❖ understand and use some creative media terminology correctly

What does the course involve?

- ❖ Understand the purpose and content of pre-production
- ❖ Be able to plan pre-production
- ❖ Be able to produce pre-production documents
- ❖ Be able to review pre-production documents
- ❖ Understand the purpose and properties of digital graphics
- ❖ Be able to plan the creation of a digital graphic
- ❖ Be able to create a digital graphic
- ❖ Be able to review a digital graphic
- ❖ Producing robust programs
- ❖ Computational logic
- ❖ Translators and facilities of
- ❖ Languages
- ❖ Data representation

What can I do after the course? What careers will this course be useful for?

Students who have studied IMedia are welcomed in a wide range of professions including Media Planning; Web Content Management.

Who can I talk to for more information?

Please talk to Mr Ludovico if you have any questions or concerns.