WBS – GCSE PREFERENCE INFORMATION 2026 - 2028

CAMBRIDGE NATIONALS: iMedia

Examining Board: OCR

Subject Leader: Mr Colburn

Teacher: Mr Beard

Course Overview:

Cambridge National in Creative iMedia will inspire and equip you with the confidence to use skills that are relevant to the digital media sector and the wider industry.

It's a vocational qualification, equivalent in value to a GCSE and contains both practical and theoretical elements.

As part of the Cambridge National, you'll cover:

- how media products get their meaning across, create impact and appeal to people
- how to create original digital graphics for specific audiences
- designing and creating original characters and comics

Future opportunities

By developing applied knowledge and practical skills, this course will help give you the opportunity to progress on to A Levels, a Cambridge Technical in Digital Media, an apprenticeship or university.

Creative iMedia could be first step of a career as a Games Developer,

Comic Book Writer, Graphic Designer, and more.

Building futures through practical skills

You'll develop a range of skills to help you succeed not only in the workplace but in other subjects too. These skills include:

- Analytical skills
- Digital presentation skills
- Creative thinking
- Problem solving
- Research and planning

No matter what you progress on to – the skills you'll learn from a Cambridge National will prepare you for the future.

About the Exam and/or None Examined Assessment:

3 units of work, one exam and two coursework units.

Creative Media in the media industry

- 70 marks (37%)
- assessed via exam (1hr 30 mins)

Visual Identity and digital graphics

- 50 marks (26%)
- assessed via coursework.

Characters and comics

- 70 marks (37%)
- assessed via coursework.