



Purpose statement

**NCFE Level 1 Technical Award in Interactive
Media
QN: 603/0851/5**

Purpose Statement

Who is this qualification for?

Interactive media is the integration of digital media including combinations of electronic text, graphics, moving images, and sound, into a structured digital computerised environment that allows people to interact with the data for appropriate purposes.

Interactive Media should not be confused with Art and Design, Product Design or Graphic Design. It is distinct from these subjects and should be treated as so.

The NCFE Level 1 Technical Awards in Interactive Media complements GCSE qualifications. It is aimed at 14-16 year olds studying Key Stage 4 curriculum who are interested in any aspect of Interactive Media, including sourcing ideas and design. It is equivalent to GCSE grades 3-1.

The qualification focuses on an applied study of the Interactive Media sector and learners will gain a broad understanding and knowledge of working in the sector.

This qualification has been designed to sit alongside the requirements of core GCSE subjects and is appropriate for learners who are motivated and challenged by learning through hands-on experiences and through content which is concrete and related directly to those experiences.

This Level 1 qualification is appropriate for students looking for an introduction to the skills, knowledge and qualities needed in the interactive media sector. This qualification has overlapping content with the Level 2 qualification (603/0852/7). This is not intended as progression to the Level 2 qualification.

What will the learner study as part of this qualification?

This qualification shows learners how to:

- identify and experiment with interactive media products, materials, techniques and processes
- explore the interactive media industry
- work to interactive media briefs, refining, developing and selecting ideas
- form an interactive media portfolio.

What knowledge and skills will the learner develop as part of this qualification and how might these be of use and value in further studies?

Learners will develop skills and knowledge:

- in using digital technology safely and competently when responding to a design brief
- when experimenting with materials and techniques
- in adapting their own ideas and responding to feedback
- in evaluating their own work
- in literacy, numeracy and ICT
- that are essential for the modern workplace, such as team working; presentation skills; independent working; working to deadlines; efficient use of resources.

Successful completion of these qualifications will fulfil the entry requirements for relevant academic and vocational study post-16.

The knowledge and skills gained will provide a secure foundation for careers in the interactive media industry.

Which subjects will complement this course?

The following subject areas will complement this course:

- Computing or IT User Skills
- Graphic Design
- Creative Media

However, this list is not exhaustive and a range of other subject areas may also be appropriate.

What could this qualification lead to?

Learners who achieve this V Cert qualification could progress onto Level 2 qualifications and GCSEs such as:

- GCSE Art and Design
- Level 2 Technical Certificates.

Further Information

For more information about NCFE Level 1 Technical Award in Interactive Media, please see the support materials tab on the qualification page of the NCFE website.