

SUBJECT NAME CREATIVE I MEDIA



ALDER
Community High School

YEAR GROUP 10

Autumn Term 1	Topic – R093: Creative iMedia in the media industry		
	Composites • Can research different media sectors and the products available in these sectors. • Explain how products are distributed across platforms • Identify the target audience using demographics and psychographic characteristics • Justify the use of planning documents to support successful media production. • Explain how legal, ethical and regulatory requirements influence decisions made by media producers. • Apply knowledge of the media industry to make informed design decisions for creative media projects. • Evaluate the strengths and weaknesses of media products using evidence from audience, purpose and design factors.		Key Vocabulary • Traditional media • Digital media • Publishing • Demographic • House style • Branding • Visualisation • Risk assessment
	Assessment AFL used throughout lessons in the form of whiteboards and code calling. MCQ tests at mid point to establish misconceptions and end of topic assessment.		ILS Revision - Knowledge drop, flash cards, condense it, mind map, mnemonics
	How to help at home Use ILS strategies to ask questions on what they have studied in lesson. Encourage the use of Know it all Ninja	Wider reading Know it all Ninja (YouTube) Clear revise OCR Cambridge National Creative Imedia	



	SMSC Awareness of ethically sources assets and creative commons act. Awareness of copyright, licensing, GDPR and ethical issues.	Careers Links Social media producer Journalism Digital media and marketing Public relations and communications Advertising and media planning
Autumn 2	Topic – RO93 (continued) Creative I Media in the media industry	
	Composites • Create and use documents to plan components of a work plan • Use time management documents to schedule tasks, activities and resources • Identify the correct hardware and software needed to create appropriate documents. • Able to evaluate effectiveness of documents according to the user requirements.	Key Vocabulary • Hardware • Software • Workplan • Time schedule
	Assessment AFL used throughout lessons in the form of whiteboards and code calling. In preparation for NEA in the spring term	ILS Revision - Knowledge drop, flash cards, condense it, mind map, mnemonics
	How to help at home Use ILS strategies to ask questions on what they have studied in lesson. Check retrieval of the knowledge using the knowledge organisers.	Wider reading Know it all Ninja (YouTube) Clear revise OCR Cambridge National Creative Imedia



SMSC Legislation - copyright, creative commons Consider demographics and segmentation	Careers Links Social media producer Journalism Digital media and marketing Public relations and communications Advertising and media planning
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Our curriculum overviews are currently being revised to align with recent updates to teaching sequences and assessment planning. Once published, they will outline the key composite knowledge in each topic subject. We expect to share these with parents shortly and thank you for your patience during this update.



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