Creative iMedia

ALDER
Community High School

Year 11

Autumn 1	**R097: Interactive Digital Media**	
	2.1 Technical skills to create and/or edit and manage assets for use within interactive digital media products	**Students will learn about:** • Using search tools to source assets which are suitable for use within interactive digital media • Locating and using libraries and stock media, when identifying and selecting pre-made digital media content • Saving and exporting assets as suitable file sizes/ formats for use as components within interactive digital media • Using software tools and techniques to create and repurpose static image assets • Using vector and bitmap images appropriately • Adjusting brightness and contrast, levels, colour balance, hue, saturation • Changing image/canvas size - expanding or modifying • Using filters and effects to enhance visual appeal - stylise, monochrome, colour toning, vignette, sharpen • Applying transformations to correct or distort objects - flip, skew, rotate • Using retouching techniques to remove unwanted elements - using cloning, healing, blur, colour swatches, colour picker, pencil, brush, background removal • Saving and exporting assets as suitable file sizes/ formats for use as components within interactive digital media
	2.1 Technical skills to create and/or edit and manage assets for use within interactive digital media product (cont.)	**Students will learn about:** • Using software tools and techniques to create and repurpose audio assets • Importing sound to create assets • Trimming/cutting/splitting unwanted parts of sound assets • Joining sounds together to extend sound assets • Adjusting volume of sound assets • Saving and exporting assets as suitable file sizes/ formats for use as components within interactive digital media • Using software tools and techniques to repurpose video assets • Importing video footage to create assets • Placing and sequencing video assets along timelines • Trimming/cutting unwanted parts of video assets

		• Adjusting brightness and colour of video assets • Saving and exporting assets as suitable file sizes/ formats for use as components within interactive digital media • Using software tools and techniques to create interactive elements
	2.2 Technical skills to create interactive digital media	**Students will learn about:** • Structuring product folders within creation software • Using naming conventions to facilitate file management within product creation software • Implementing effective house styles within master pages/templates e.g. colour scheme, font styles, layout, fixed content, editable content/regions • Creating structures for navigation systems for interactive digital media e.g. navigation bar, buttons, rollovers, hyperlinks, hotspots • Using master pages/templates within interactive digital media products to ensure consistent styling e.g. singular and multipage templates/master page used to create a set of stylised pages each conforming to the house style • Inserting content into interactive digital media products e.g. text, images, tables, lists, sound, video, audio, maps, forms • Setting up playback controls within interactive digital media products e.g. navigation buttons, rollover buttons • Setting up triggers and behaviours within interactive digital media products e.g. pop-up messages, drag and drop, scoring and reporting, user input, customised screen messages and feedback, closure
	2.3 Techniques to save and export/publish interactive digital media	**Students will learn about:** • Saving interactive digital media products in native software using propriety formats to maintain editable versions during creation • Using version control and naming conventions to help rollback of features during the testing phase • Using settings/processes to export/publish finished interactive digital media products • Using appropriate file formats for interactive digital media products to be used without requiring installation of specialist software, compatibility of file formats with platforms and devices

Autumn 2 and Spring 1	R097: Interactive Digital Media	
	3.1 Techniques to test/check and review interactive digital media	**Students will learn about:** • The structure, content and use of test plans, checklist and success criteria • How to record test results and how and when to retest • How and why to test iteratively both during production post-production • Planning and carrying out a range of functionality tests to make sure interactive digital media products function as intended • Checking the component quality of interactive digital media products • Checking the suitability of file formats used for interactive digital media against lists of compatible formats with the intended platforms, devices or distribution channels • Strengths and weaknesses of created interactive digital media • Comparing created interactive digital media products against client briefs, client requirement lists or success criteria • Assessing the appropriateness of chosen styles and approaches/conventions for clients and target audiences • Assessing fitness for purpose e.g. adverts should advertise; promotions should promote
	3.2 Improvements and further developments	**Students will learn about:** • How the quality of created interactive digital media products are constrained by time, resources, hardware, software, budget, legislation, skills • The feasible improvements to created interactive digital media products in terms of client requirements and target audience engagement • How successful interactive digital media products can lead to repeat business/further commissions from a client • How different resources, software, budget and skills could help interactive digital media to be developed further • How to devise further developments in terms of client requirements and target audience

R097: Interactive Digital Media

R097 NEA - Practical Assessment	During this time, students will be working on their second non-exam assessment (NEA). **This is work 35% of the overall grade. This assessment will be submitted to exam board in May.** The exam board will set the assignment for students to complete. The set assignment is changed annually. During the NEA, students will: • Interpret a client brief • Plan and design an interactive digital media product • Create a range of pre-production documents to support the creation of the final product • Create a final interactive digital media product using a range of techniques • Test the final interactive digital media product • Evaluate the final interactive digital media product Marking is broken down into three areas: • Plan the interactive digital media product • Create the interactive digital media product • Review the interactive digital media product

Spring 2	R093: Creative iMedia in the media industry	
	3.4.3 Regulation, certification, and classification	**Students will learn about:** • Know the types of products covered by regulation, certification and classification • The purpose of, and reasons for regulation, certification and classification • Know the roles of regulatory bodies and areas of responsibility • Know examples of the way media products are classified • The impacts of regulation, certification and classification on media production
	3.4.4 Health and safety	**Students will learn about:** • Know common risks and hazards in media production • What is required of media producers to mitigate health and safety risks and hazards • What risk assessments are and the purpose of risk assessments • What location recces are and the purpose of location recces
	4.1 Distribution platforms and media to reach audiences	**Students will learn about:** • Know the characteristics of the types of platform and media used to deliver products to audiences • The advantages and disadvantages of types of platform and media • How the characteristics of platforms affect the selection of final product file formats in given scenarios
	4.2 Properties and formats of media files (images)	**Students will learn about:** • Know what is meant by DPI/PPI • How DPI/PPI relates to resolution and image quality • The relationship between pixel dimensions and quality for different image uses • Know examples of raster/bitmap and vector image files • The properties and limitations of uncompressed and compressed (lossy, lossless) file formats • The properties and limitations of raster/bitmap and vector static image file formats • How file format choice relates to use and context

	4.2 Properties and formats of media files (audio)	**Students will learn about:** • Know what is meant by sample rate and bit depth • How sample rate and bit depth relate to sound quality • What audio compression is and how it affects quality • Know examples of digital audio files • The properties and limitations of uncompressed and compressed (lossy, lossless) file formats • How file format choice relates to use and context
	4.2 Properties and formats of media files (moving images)	**Students will learn about:** • Know what is meant by frame rate • Know what is meant by SD, HD, UHD, 4K, 8K • How frame rate affects the quality of a product • Know examples of digital video and animation files • The properties and limitations of video and animation file formats • The properties and limitations of uncompressed and compressed (lossy, lossless) file formats • How file format choice relates to use and context
	4.2.4 File compression	**Students will learn about:** • Know what is meant by lossy compression • Know what is meant by lossless compression • Why lossy and lossless compression are used

Summer 1	**R093: R093: Creative iMedia in the media industry**	
	Revision	During this time, students will be working on targeted revision in preparation for the final exam. **The final exam is worth 40%** of the overall grade. Students will be: • Creating and using revision resources (flashcards, mind maps etc.) • Completing past paper questions • Low-stake quizzes • Other independent learning strategies