**Creative iMedia Curriculum Overview**

**Year 9**

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| **Autumn 1** | **Autumn 2** | **Spring 1** | **Spring 2** | **Summer 1** | **Summer 2** |
| **Winter Tracking**  | **Spring Tracking** | **Summer Tracking** |
| **ASSESSMENTS** |
|  | **Topic 1 Assessment** |  | **Topic 2 Assessment** |  | **Practice Scenario Cwk** |
| **R093 – Topic Area 1 + Photoshop Skills** | **R093 – Topic Area 1 + Photoshop Skills** | **R093 – Topic Area 2 + Web Design Skills** | **R093 – Topic Area 2 + Web Design Skills** | **R094 – Topic Area 1 + 2** | **R094 – Topic Area 2 + 3** |
| **1.1 Media industry sectors and products** | **1.2 Job roles in the media industry** | **2.1 style, content and layout****2.2 Client requirements**  | **2.3 Audience demographics** **2.4 Research methods, source****2.5 Media codes** | **1.1 Purpose, and design of visual identity****2.1 Graphic design and conventions****2.2 Properties of digital graphics** | **2.3 Plan visual identity****3.1 Tools of imaging editing****3.2 Source, create, prepare assets** |
| **Knowledge:*** To understand how media codes are usedwithin the creation of media products to convey meaning, create impact and engage audiences.
* To be able to choose the most appropriate format and properties for different media products.
* To gain confidence in using photoshop tools and software to create imaginative and detailed graphic products.
 | **Knowledge:*** To learn about the sectors, products

and job roles that form the media industry.* To Understand how each role contributes to the creation of media products.
* To gain confidence in using photoshop tools and software to create imaginative and detailed graphic products.
 | **Knowledge:*** To Know the different purposes of media products.
* To understand the requirements in client briefs that inform planning.
* To explain the different ways that client briefs are communicated
* To gain confidence in using Web design Tools and software to create imaginative and detailed multimedia products.
 | **Knowledge:*** To explain advantages and disadvantages of primary and secondary research and data.
* To know examples of the way audiences are grouped for each segmentation type.
* To Know the different technical, symbolic and written codes used to convey meaning, create impact and/or engage audiences.
 | **Knowledge:*** Understanding what is meant by visual identity including combining elements and component features in relation to brand identity.
* To know the importance of graphic designs that incorporates visual identity and house style.
* To review Limitations of bitmap/raster file formats inc: Transparency/scalability.
 | **Knowledge:*** To create Pre-production and planning documentation used to generate ideas and concepts for visual identity and digital graphics.
* To explore Software tools and techniques used to create digital graphics.
* To understand how to source, create and modify assests for use in digital graphics.
 |
| **Skills:*** Know the different sectors that form the media industry and how these are evolving.
* Know the types of products produced by, and used in, different sectors.
* Know that the same product can be used by different sectors.

**Resources:*** Google Chrome
* Microsoft Teams
* Microsoft OneNote
* Microsoft Word
* Microsoft PowerPoint
* Snipping Tool
* Adobe Photoshop

**Keywords*** Traditional Media
* New Media
* Special effects (SFX, VFX)
* AR/VR

**National Curriculum coverage:*** Understand and apply the fundamental principles and concepts of digital media.
* Think creatively, innovatively, analytically, logically and critically.
* Develop independence and confidence in using skills that would be relevant to the media industry and more widely
 | **Skills:*** Know the main responsibilities of each role in the creation of media products
* Know that some job roles are specific to preproduction, production or post-production phases
* Know that some job roles span multiple production phases
* Why the size and scale of projects/productions means that individuals may perform more than one role.

 **Resources:*** Google Chrome
* Microsoft Teams
* Microsoft OneNote
* Microsoft Word
* Microsoft PowerPoint
* Snipping Tool
* Adobe Photoshop

**Keywords*** Creative Roles
* Technical Roles
* Senior Roles

**National Curriculum coverage:*** Understand and apply the fundamental principles and concepts of digital media
* Think creatively, innovatively, analytically, logically and critically.
 | **Skills:*** Can use style, content and layout to adapt and meet each purpose.
* Can interpret requirements in client briefs and generate ideas and plans.
* Will recognise keywords and information in client briefs.

**Resources:*** Google Chrome
* Microsoft Teams
* Microsoft OneNote
* Microsoft Word
* Microsoft PowerPoint
* Snipping Tool
* RocketCake

**Keywords*** Purpose
* Style, Content and Layout
* Client Brief
* Client Requirements

**National Curriculum coverage:*** Understand and apply the fundamental principles and concepts of digital media
* Develop independence and confidence in using skills that would be relevant to the media industry and more widely
* Design, plan, create and review digital media products which are fit for purpose meeting both client and target audience requirements.
 | **Skills:*** Be able to give reasons for, and benefits of, audience segmentation.
* research is carried out using different methods and/or sources.
* Combine content and codes to work together to convey meaning, create impact and engagement.

**Resources:*** Google Chrome
* Microsoft Teams
* Microsoft OneNote
* Microsoft Word
* Microsoft PowerPoint
* Snipping Tool
* RocketCake

**Keywords*** Audience Segmentation
* Primary/Secondary Research
* Qualitative/Quantitative
* Media Codes

**National Curriculum coverage:*** Understand and apply the fundamental principles and concepts of digital media
* Develop independence and confidence in using skills that would be relevant to the media industry and more widely
* Design, plan, create and review digital media products which are fit for purpose meeting both client and target audience requirements.
 | **Skills:*** Will use appropriate elements to create visual identity suitable for different target audiences/consumers.
* Uses colour to convey the intended meaning.

**Resources:*** Google Chrome
* Microsoft Teams
* Microsoft OneNote
* Microsoft Word
* Microsoft PowerPoint
* Snipping Tool
* Photoshop

**Keywords*** Visual Identity
* Layout Conventitons
* Technical Properties
* Licences and Permissions

**National Curriculum coverage:*** Develop learning and practical skills that can be applied to real-life contexts and work situations.
* Design, plan, create and review digital media products which are fit for purpose meeting both client and target audience requirements.
 | **Skills*** Will create moodboards, mind maps, concept sketches and visualisation diagrams to develop and show design ideas.
* Will make use of tools and software to create and design digital graphics.
* Will use internet filters and stock libraries to source asssets.

**Resources:*** Google Chrome
* Microsoft Teams
* Microsoft OneNote
* Microsoft Word
* Microsoft PowerPoint
* Snipping Tool
* Photoshop

**Keywords*** Photoshop
* Assets
* Modification
* Resample

**National Curriculum coverage:*** Develop learning and practical skills that can be applied to real-life contexts and work situations.
* Design, plan, create and review digital media products which are fit for purpose meeting both client and target audience requirements.
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**Creative iMedia Curriculum Overview**

**Year 10**

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| --- | --- | --- | --- | --- | --- |
| **Autumn 1** | **Autumn 2** | **Spring 1** | **Spring 2** | **Summer 1** | **Summer 2** |
| **Winter Tracking**  | **Spring Tracking** | **Summer Tracking** |
| **ASSESSMENTS** |
| **Review Assessment** |  | **Coursework Moderation** |  | **Topic 3 Assessment** | **Topic 4 Assessment** |
| **R094 – Topic Area 3** | **R094 Coursework** | **R094 Coursework** | **R093 – Topic Area 3 + Mulitmedia Skills** | **R093 – Topic Area 3 + Mulitmedia Skills** | **R093 – Topic Area 4** |
| **3.1 Tools of imaging editing****3.2 Source, create, prepare assets****3.3 Saving and Exporting Graphics** | **NEA Coursework Client Brief** | **NEA Coursework Client Brief** | **3.1 Work planning****3.2 Documents for ideas generation 3.3 Design and plan media products** | **3.4 The legal issues that affect media** | **4.1 Platforms to reach audiences.****4.2 Properties and formats of media files** |
| **Knowledge:*** To explore Software tools and techniques used to create digital graphics.
* To understand how to source, create and modify assests for use in digital graphics.
* To be able to Repurpose and export digital graphics in file formats and image properties which meet client requirements
 | **Knowledge:*** To explore Software tools and techniques used to create digital graphics.
* To understand how to source, create and modify assests for use in digital graphics.
* Understanding what is meant by visual identity including combining elements and component features in relation to brand identity.
 | **Knowledge:*** To explore Software tools and techniques used to create digital graphics.
* To understand how to source, create and modify assests for use in digital graphics.
* Understanding what is meant by visual identity including combining elements and component features in relation to brand identity.
 | **Knowledge:*** To understand How workplans are used to manage time, tasks, activities and resources for individuals and large teams.
* To know how t o improve the ffectiveness of documents for users in given contexts.
* To understand the purpose, components and convetntions for each document.
 | **Knowledge:*** To review The impact on individuals and media producers of media producers using and publishing inaccurate personal information.
* To discuss The implications for media producers of using copyrighted materials without permission.
* To know the types of products covered by regulation, certification and classification.
* To know common risks and hazards in media production.
 | **Knowledge:*** To know the characteristics of the types of platform and media used to deliver products to audiences.
* To know the properties and limitations of raster/bitmap and vector static image file formats.
* To know what is meant by sample rate and bit depth
* Know what is meant by frame rate.
* To understand and explain what is meant by File Compression.
 |
| **Skills:*** Will make use of tools and software to create and design digital graphics.
* Will use internet filters and stock libraries to source asssets.

**Resources:*** Google Chrome
* Microsoft Teams
* Microsoft OneNote
* Microsoft Word
* Microsoft PowerPoint
* Snipping Tool
* Photoshop

**Keywords*** Photoshop
* Assets
* Modification
* Resample

**National Curriculum coverage:*** Develop learning and practical skills that can be applied to real-life contexts and work situations.
* Design, plan, create and review digital media products which are fit for purpose meeting both client and target audience requirements.
 | **Skills:*** Will create moodboards, mind maps, concept sketches and visualisation diagrams to develop and show design ideas.
* Will make use of tools and software to create and design digital graphics.
* Will use appropriate elements to create visual identity suitable for different target audiences/consumers.

**Resources:*** Google Chrome
* Microsoft Teams
* Microsoft OneNote
* Microsoft Word
* Microsoft PowerPoint
* Snipping Tool
* Photoshop

**Keywords*** Visual Identity
* Pre-production
* Photoshop
* Assets
* Client Brief

**National Curriculum coverage:*** Design, plan, create and review digital media products which are fit for purpose meeting both client and target audience requirements.
* Think creatively, innovatively, analytically, logically and critically.
 | **Skills:*** Will create moodboards, mind maps, concept sketches and visualisation diagrams to develop and show design ideas.
* Will make use of tools and software to create and design digital graphics.
* Will use appropriate elements to create visual identity suitable for different target audiences/consumers.

**Resources:*** Google Chrome
* Microsoft Teams
* Microsoft OneNote
* Microsoft Word
* Microsoft PowerPoint
* Snipping Tool
* Photoshop

**Keywords*** Visual Identity
* Pre-production
* Photoshop
* Assets
* Client Brief

**National Curriculum coverage:*** Design, plan, create and review digital media products which are fit for purpose meeting both client and target audience requirements.
* Think creatively, innovatively, analytically, logically and critically.
 | **Skills:*** Can describe hardware and software used to create each document.
* Can explain the users for each document and what makes each document effective

**Resources:*** Google Chrome
* Microsoft Teams
* Microsoft OneNote
* Microsoft Word
* Microsoft PowerPoint
* Snipping Tool

**Keywords*** Workplan
* Moodboard
* Mind Map
* Asset Log

**National Curriculum coverage:*** Design, plan, create and review digital media products which are fit for purpose meeting both client and target audience requirements.
* Understand and apply the fundamental principles and concepts of digital media.
 | **Skills:*** Can explain what is required of media producers to comply with each legal consideration.
* Can describe how and when intellectual property can be protected.
* Knows examples of the way media products are classified.
* Evaluates What risk assessments are and the purpose of risk assessments.

**Resources:*** Google Chrome
* Microsoft Teams
* Microsoft OneNote
* Microsoft Word
* Microsoft PowerPoint
* Snipping Tool

**Keywords*** Privacy and Permissions
* Data Protection
* Intellecutal Property
* Defamation
* Location recces

**National Curriculum coverage:*** Understand and apply the fundamental principles and concepts of digital media.
* Develop independence and confidence in using skills that would be relevant to the media industry and more widely
 | **Skills:*** Can explain advantages and disadvantages of types of platform and media.
* Will decide on a file format choice that relates to use and context.
* Can describe the two compression formats and accurately state a suitable type.

**Resources:*** Google Chrome
* Microsoft Teams
* Microsoft OneNote
* Microsoft Word
* Microsoft PowerPoint
* Snipping Tool

**Keywords*** Platforms
* Resolution
* Dimensions
* Properties
* Compression

**National Curriculum coverage:*** Understand and apply the fundamental principles and concepts of digital media.
* Develop independence and confidence in using skills that would be relevant to the media industry and more widely
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**Creative iMedia Curriculum Overview**

**Year 11**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Autumn 1** | **Autumn 2** | **Spring 1** | **Spring 2** | **Summer 1** | **Summer 2** |
| **Winter Tracking**  | **Spring Tracking** | **Summer Tracking** |
| **ASSESSMENTS** |
|  | **Practice Scenario Cwk** |  | **Coursework Moderation** | **Mini Asssessments** |  |
| **R097 – Topic Area 1+2** | **R097 – Topic Area 2+3** | **R097 Coursework** | **R097 Coursework** | **R093 Revision** | **Exams** |
| * 1. **Types of interactive digital media**

**1.2/1.3 Features and Resources of IDM****2.1 Technical skills to create assets** | **2.2 Technical skills to create IDM****2.3 Techniques to Save/Export IDM****3.1 Test and Review IDM****3.2 Improvements and developments** | **NEA Coursework Client Brief** | **NEA Coursework Client Brief** | **To include all R093 Topics with a focus on exam style questioning.** |  |
| **Knowledge:*** Create an immersive and engaging environment which can promote, educate, entertain, inform or influence.
* To know how the form and structure of interactive digital media products is affected by the audience and purpose.
* To understand differences between types of interface and interaction styles including advantages to users.
 | **Knowledge:*** To learn to design and create interactive digital media products for chosen platforms.
* To understand how to assess the appropriateness of chosen styles and approaches/conventions for clients and target audiences.
* To review feasible improvements to created interactive digital media products.
 | **Knowledge:*** To learn to design and create interactive digital media products for chosen platforms.
* To know how the form and structure of interactive digital media products is affected by the audience and purpose.
* To review feasible improvements to created interactive digital media products.
 | **Knowledge:*** To learn to design and create interactive digital media products for chosen platforms.
* To know how the form and structure of interactive digital media products is affected by the audience and purpose.
* To review feasible improvements to created interactive digital media products.
 | **Knowledge:*** To review and recap elements of previous units and to develop extended responses to scenario based questions.
* To revise through all taugt content and gain confidence in understanding concepts and briefs provided. Being able to accurately describe them against requirements.
 | **R093 Exam To be Sat** |
| **Skills:*** To be able to Select appropriate interfaces and interaction styles.
* Can describe positive and negative impacts hardware choice has on final products.
* Will Plan the properties of assets needed to meet client requirements.

**Resources:*** Google Chrome
* Microsoft Teams
* Microsoft OneNote
* Microsoft Word
* Microsoft PowerPoint
* Snipping Tool
* Photoshop
* Rocketcake

**Keywords*** Interactive Digital Media
* Navigation
* Interaction
* Interface
* Application

**National Curriculum coverage:*** nderstand and apply the fundamental principles and concepts of digital media.
* Develop independence and confidence in using skills that would be relevant to the media industry and more widely
 | **Skills:*** Can use software tools and techniques to create interactive elements such as Audio,Video Images.
* Will use settings/processes to export/publish finished interactive digital media products in appropriate file formats.

**Resources:*** Google Chrome
* Microsoft Teams
* Microsoft OneNote
* Microsoft Word
* Microsoft PowerPoint
* Snipping Tool
* Photoshop
* Rocketcake

**Keywords*** Repurpose
* Triggers and behaviours
* Performance
* Constraints

**National Curriculum coverage:*** Develop learning and practical skills that can be applied to real-life contexts and work situations.
* Design, plan, create and review digital media products which are fit for purpose meeting both client and target audience requirements.
 | **Skills:*** Will use software tools and techniques to create interactive elements such as Audio,Video and Images.
* Will use software tools and techniques to create and repurpose static image assets.

**Resources:*** Google Chrome
* Microsoft Teams
* Microsoft OneNote
* Microsoft Word
* Microsoft PowerPoint
* Snipping Tool
* Photoshop
* Rocketcake

**Keywords*** Multimedia
* Interactive interface
* Components
* Techniques

**National Curriculum coverage:*** Design, plan, create and review digital media products which are fit for purpose meeting both client and target audience requirements.
* Think creatively, innovatively, analytically, logically and critically.
 | **Skills:*** Will use software tools and techniques to create interactive elements such as Audio,Video and Images.
* Will use software tools and techniques to create and repurpose static image assets.

**Resources:*** Google Chrome
* Microsoft Teams
* Microsoft OneNote
* Microsoft Word
* Microsoft PowerPoint
* Snipping Tool
* Photoshop
* Rocketcake

**Keywords*** Multimedia
* Interactive interface
* Components
* Techniques

**National Curriculum coverage:*** Design, plan, create and review digital media products which are fit for purpose meeting both client and target audience requirements.
* Think creatively, innovatively, analytically, logically and critically.
 | **Skills:*** Will be able to answer exam style questions related to unit R093 topics with confidence.
* Will review created pre-production documents against brief and describe them in context.

**Resources:*** Google Chrome
* Microsoft Teams
* Microsoft OneNote
* Microsoft Word
* Microsoft PowerPoint
* Snipping Tool
* Photoshop
* Rocketcake

**Keywords*** Traditional/New Media
* Creative/Technical/Senior Roles
* Client Requirements

**National Curriculum coverage:*** Understand and apply the fundamental principles and concepts of digital media.
* Develop independence and confidence in using skills that would be relevant to the media industry and more widely.
* Design, plan, create and review digital media products which are fit for purpose meeting both client and target audience requirements.
 |  |