**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. |

**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 | |

**Creative iMedia Curriculum Overview**

**Year 11**

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| **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. | | |  | |