Carmel College Curriculum Implementation – KS4 Long term plan

# Subject: Creative Media

Creative iMedia is aimed at students who want to develop knowledge, understanding and practical skills that would be used in the media industry. You may be interested in this if you want an engaging qualification where you will use your learning in practical, real-life situations, such as:

* developing visual identities for clients
* planning and creating original digital graphics
* planning, creating and reviewing original digital media products

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|  | Year 10 – Cambridge National in Creative iMedia | Year 11 - BTEC Tech Award Creative Media Production |
| Autumn half term 1  Sequential knowledge and skills | **Unit R093: Creative iMedia in the media industry.**  Topic area 1:   * Media industry sectors and products   Topic Area 2:   * How style, content and layout are linked to the purpose. * Client requirements and how they are defined * Audience demographics and segmentation * Media codes used to convey meaning, create impact and/or engage audiences | **Component 2: Developing Digital Media Production Skills** -   * Apply media production skills and techniques using hardware and software. * Using appropriate hardware and software according to the client brief. * Pre-production processes and practices * Production processes and practices * Post-production processes and practices |
| Assessment Content and methods used to judge learning | Assessment based on the work completed in class. | Assessment based on the work completed in class. |
| Autumn half term 2  Sequential knowledge and skills | **Unit R093: Creative iMedia in the media industry.**  Topic Area 3:   * Work planning and documents used to support ideas generation * Documents used to design/plan media products   **Unit 094: Visual identity and digital graphics**   * Purpose, features, elements and design of visual identity * Graphic design concepts and conventions * Properties of digital graphics and use of assets | **Component 2: Developing Digital Media Production Skills** -   * Review own progress and development of skills and practices. * Review progress and development. |
| Assessment Content and methods used to judge learning | Assessment based on the work completed in class. | Assessment based on the work completed in class. |
| Spring half term 3  Sequential knowledge and skills | **Unit 094: Visual identity and digital graphics**   * Techniques to plan visual identity and digital graphics * Tools and techniques to create visual identity and digital graphics * Technical skills to source, create and prepare assets for use within digital graphics | **Component 2: Developing Digital Media Production Skills** –   * Developing and concluding the unit and making sure that all work is suitable for submission to the exam board. |
| Assessment Content and methods used to judge learning | Assessment based on the work completed in class. | Assessment based on the work completed in class. |
| Spring half term 4 Sequential knowledge and skills | **Unit 094: Visual identity and digital graphics**   * Techniques to save and export visual identity and digital graphics (with integrated **R093** TA4 distribution considerations and file formats) * NEA Assessment (working on) | Preparation for **Component 3: Create a Media Product in Response to a Brief –**  Students will be preparing for their Non-Examination Assessment where they will need to:   * Respond to a brief, generate ideas * Develop planning materials, manage the production process. * Monitor and review the outcomes of the production process, Use production skills and techniques, combine and refine content, Test and export for distribution. |
| Assessment Content and methods used to judge learning | Assessment based on the work completed in class. | Assessment based on the work completed in class. |
| Summer half term 5 Sequential knowledge and skills | **Unit 094: Visual identity and digital graphics**   * NEA Assessment (Working on and submission for moderation)   **R095: Characters and Comics**  Topic Area 1:   * Introduction to Characters and Comics with key content from R093 added. | **Preparation for Component 3: Create a Media Product in Response to a Brief** -  Non-Examination Assessment |
| Assessment Content and methods used to judge learning | Assessment based on the work completed in class. | Assessment based on the work completed in class. |
| Summer half term 6  Sequential knowledge and skills | **R095: Characters and Comics**   * Features and conventions of characters and comics * Creativity in characters and comics * Resources required to create characters and comics | External Assessment completed by this time. |
| Assessment Content and methods used to judge learning  Assessment | EOY Assessment on content of all work completed. | N/A |