

Year 11 Creative iMedia Curriculum

Subject Intent: Our aim is to inspire and develop students with digital, entrepreneurial and creative skills that will give them the opportunities to succeed with confidence and find fulfilment in the fast-paced world within which they live.

	Autumn Term 1	Autumn Term 2	Spring Term 1	Spring Term 2	Summer Term 1	Summer Term 2
Big idea/Theme	The purpose of digital graphics	Identify the client and the target audience	Obtaining assets	The purpose of pre-production documents	Target audience and legislation	Exam preparation
Big Idea/Theme	The properties of digital graphics	Producing ideas (mood board, mind map, visualisation)	Creating the graphic	Interpreting client requirements	Creating pre-production documents	
Big idea/Theme	The design and layout of digital graphics	Legal restrictions that need to be taken into consideration when creating the graphic	Reviewing the digital graphic	Identifying timescales and creating a work plan	Reviewing pre-production documents	
Knowledge that needs to stick	<p>Purpose of graphics: Entertain, inform, advertise, promote, educate.</p> <p>Uses of graphics: Magazine covers, CD/DVD covers, adverts, web images, games.</p> <p>Bitmap/raster, file formats, properties of graphics, target audience.</p>	<p>Interpret client requirements, target audience requirements, work plans, visualisation diagrams, identifying assets/resources, copyright, trademarks, logos, intellectual property.</p>	<p>Sources tables, using a range of tools in Photoshop, compatibility of assets, saving in the correct format, exporting in the correct format(s), version control, reviewing the graphic and identifying areas for improvement.</p>	<p>The purpose and content of: mood boards, mind maps/spider diagrams, visualisation diagrams, storyboards, scripts</p>	<p>Interpret client requirements, identify timescales for production, produce a work plan and production schedule, target audience, health and safety, copyright, trademarks, intellectual property, data protection, privacy, defamation,</p>	

					certification and classification. Create: mood boards, mind maps/spider diagrams, visualisation diagrams, storyboards, scripts. File formats, naming conventions.	
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